TOURNAMENT
of ROSES
January first 1938
PASADENA, CALIFORNIA
The STAR-NEWS
The POST
A PLAYLAND PHANTASY

At the left is Miss Alma Pavey, "June Bride" of last year's Long Beach float which won the coveted Theme Prize. An even more elaborate entry, "The Queen of Fantasy," will appear in the 1938 competition.

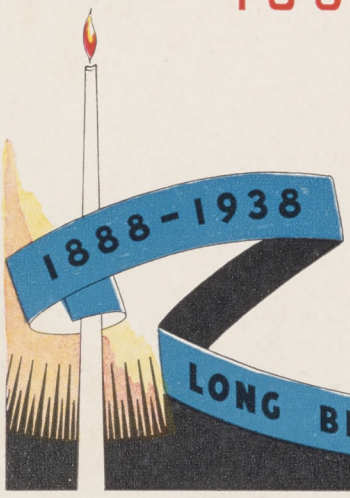
Long Beach,

QUEEN OF THE BEACHES,

THEME TROPHY WINNER OF LAST YEAR'S EVENT,

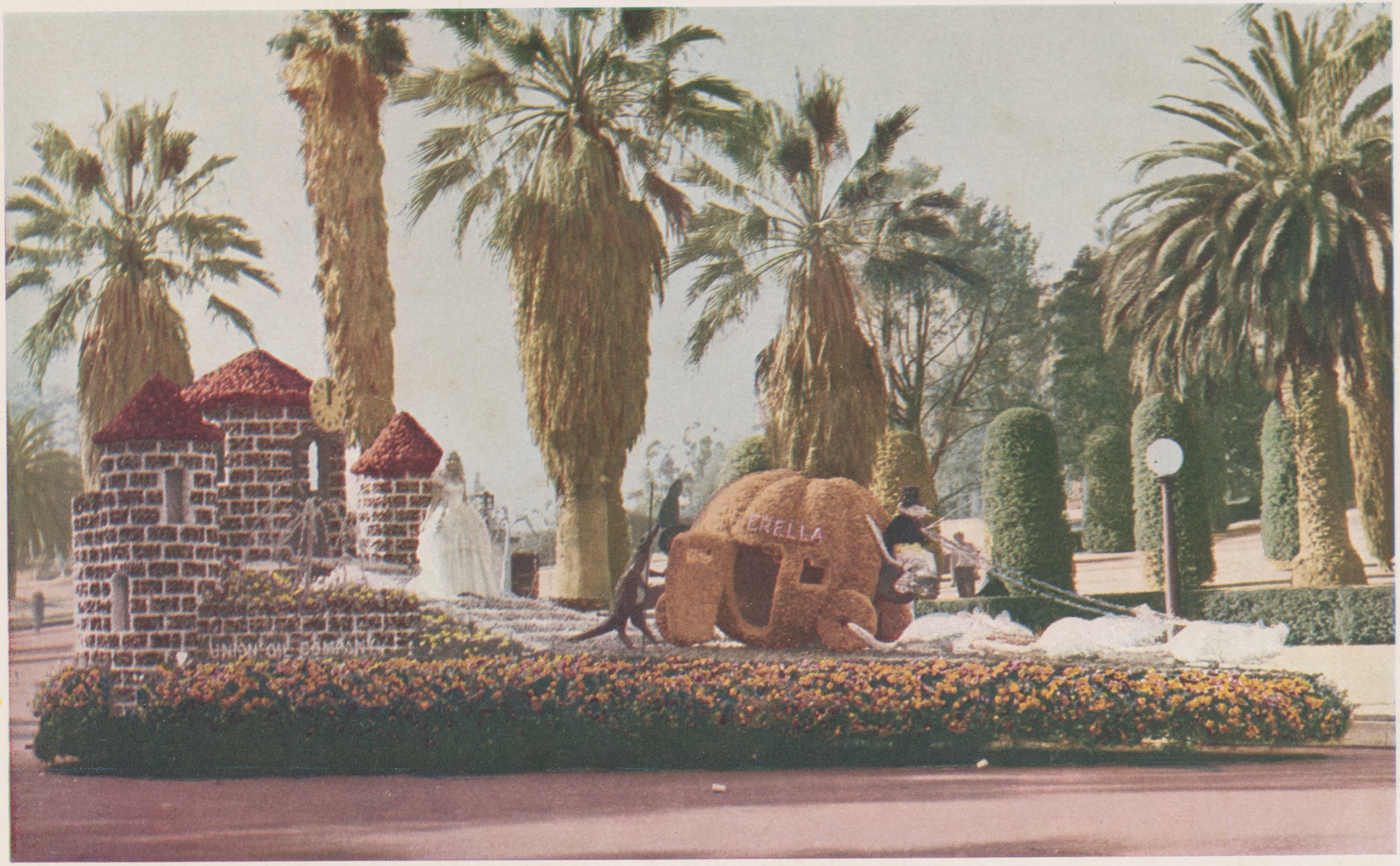
Salutes PASADENA and the TOURNAMENT OF ROSES

The City of Long Beach and its Chamber of Commerce extend greetings to Pasadena and the Tournament of Roses Association. "The Queen of the Beaches" is happy and proud of the opportunity once again to participate in such an outstanding event. The entire community takes this opportunity to express to the countless thousands of parade spectators its best wishes for a happy and prosperous New Year and to invite each and everyone to enjoy the endless attractions and far-famed hospitality of Los Angeles County's second largest city.

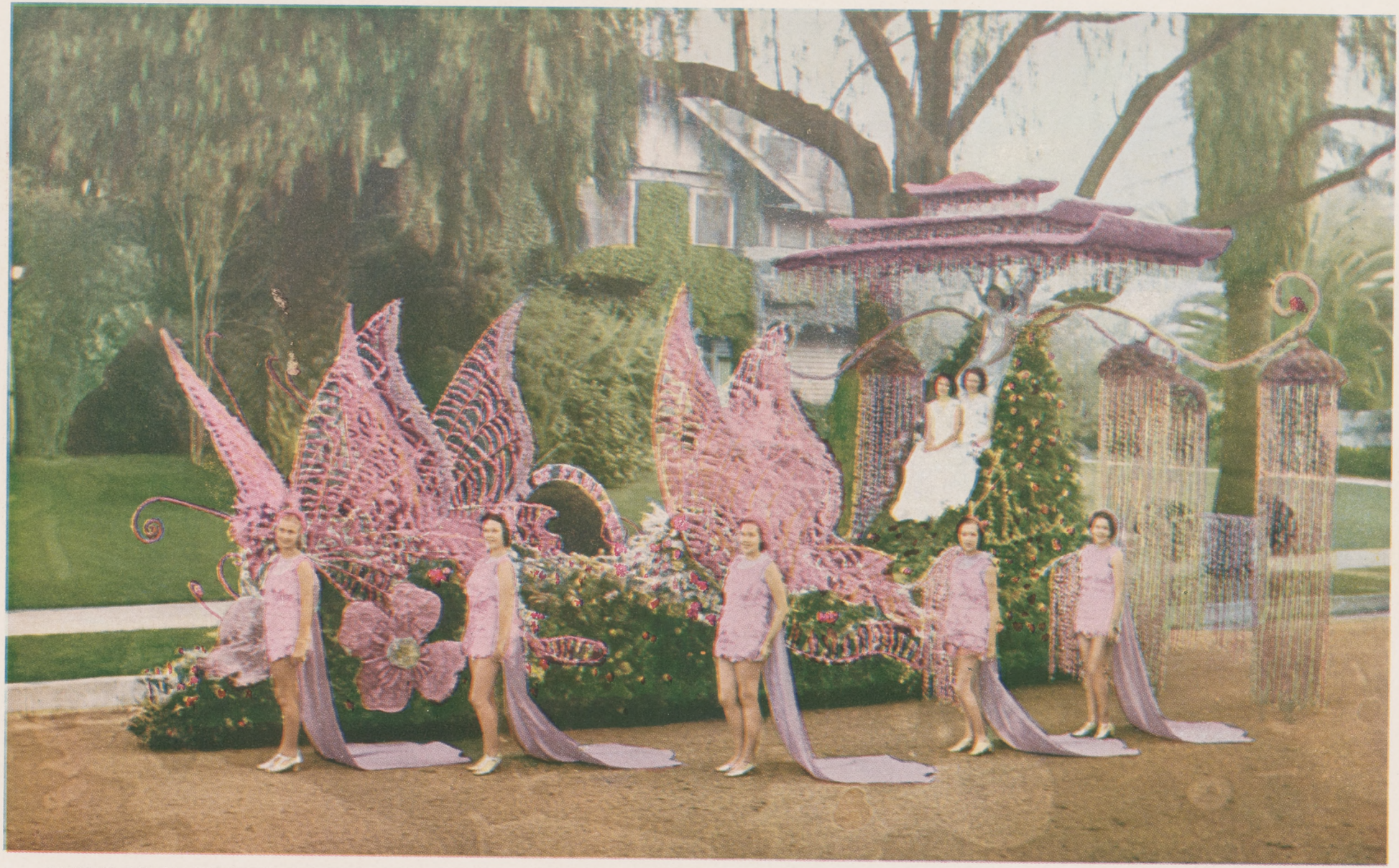


1938

LONG BEACH GOLDEN ANNIVERSARY YEAR



GRAND PRIZE WINNER—UNION OIL COMPANY—"Cinderella." Cinderella is fleeing from the castle, with walls of pansies and roofs and towers of red roses and red pompons. While the tower clock hands show just past 12 o'clock, Cinderella's gown is unchanged, although the coach, on a driveway of lavender stock, already is converted back into a pumpkin, whose exterior is covered with burnt orange pompons, the interior being yellow chrysanthemums. The mice "horses" are made of white carnation petals. Their harness is of violets. The garden, sloping from the castle wall is banked with yellow roses and yellow Iceland poppies. The happy ending of Cinderella's story is set inside the castle wall at the rear, where Prince Charming is placing the famous glass slipper on Cinderella's foot. Bordering the float on each side are bands of red and yellow roses and apricot-colored gladioli.



THEME PRIZE WINNER—LONG BEACH—"Queen of Fantasy" is truly that in its portrayal of beautiful gently-gliding butterflies, ever the symbol of fantasy and light dreams which are the portals to the world of make-believe. The three huge butterflies, with wings of varicolored sweetpeas as delicately composed and as fragile as though the wings were real, waft the beautiful maiden, queen of fantasy, dreamily along. The butterflies naturally enough rest on three large roses, fashioned of thousands of individual pink roses. Around the three are grouped the fantasy queen's attendants in petal-like costumes of pale pink. At the rear of the float, the three-decked Chinese canopy of lavender stock, fringed with rose-pink sweetpeas, provides a fitting background for Long Beach's queen, seated in graceful stateliness. Completing the fantastic effect, lanterns of strung rose-pink sweetpeas extend from the sides.

FIRST PRIZE WINNER—CITY OF GLENDALE—"The Seasons." Spring, summer, fall and winter are beautifully portrayed on this immense float, which appropriately is preceded by Father Time and his four companions, the seasons, symbolized by charming girls in seasonal costumes. The float's first picture is a lovely spring garden in which two children are playing. Beside this garden is a glamorous rose arbor, with a maiden reposing in a hammock which is suspended between two rose trees, representing the spirit of summer. Next, the eye catches the ever-changing hues of autumn done in vari-colored chrysanthemums. Caught through the flower banks is a glimpse of a stadium and the greensward of a football field. Finally, comes winter, depicted by stands of pine on rugged mountains, whose peaks are snow-capped. Over this wintry scene the spirit of winter is shown, gazing out across the mountains.

FIRST PRIZE WINNER—CITY OF SANTA BARBARA—"Ferdinand." On this float of 128,000 blooms is shown a playland fantasy of old Spain. The bull, Ferdinand, done in white pompon chrysanthemums, whose fierce looks frighten the bull-fighters in the ring, loves to smell flowers and will not fight. As the matador, created in red carnations, white chrysanthemums and blue cornflowers, stands warily looking at the bull, Ferdinand sniffs the aroma from flowers in the hair of seven beautiful senoritas in Spanish costumes, in the grandstand at the rear of the float. Flags of red and white carnations and blue cornflowers surround the ring, done in white and yellow chrysanthemums. As the story goes, after Ferninand refuses to fight he is returned to his home where he can smell the flowers under his favorite cork tree. Pompon chrysanthmums, carnations, roses, gladioli and acacia predominate on this entry.

FIRST PRIZE WINNER—METROPOLITAN OAKLAND—"Lily Pond Harmony" is an eerie creation of nature's symphony portrayed in flowers. The cream of East Bay lilypad society is in the first-nighter audience. The frog orchestra is ranged before a pool made of blue delphinium and purple heather. Maestro Leapfrogsky stands commandingly on a water lily made of paper whites, daffodils, sweetpeas and fresia. An obliging butterfly bears on its wings the musical score, written with dark blue flowers brought from Hawaii by plane. In the audience are Mrs. Greentrog of Piedmont, in ermine wrap of white chrysanthemums; Miss Goldie Bear of Berkeley, gowned in gold chrysanthemums; Mrs. Bullfrog of San Leandro, dazzling in her marigold cape; Mrs. Croak of Emeryville; Mrs. Waterspider of Alameda, gowned in violets; Mrs. Hurdygurdy of Albany, and Mrs. Tilly Mosquito of Hayward.

FIRST PRIZE WINNER—STANDARD OIL COMPANY OF CALIFORNIA—"Swingtime" is a gorgeous entry replete with beautiful floral creations and equally beautiful girls, typifying its "swingtime" motif with flower-decked swings and gently-swaying long streamers of white balls, fashioned with hundreds of blooms, reaching nearly to the ground. Preceding the float are three fairy creatures, perhaps birds, perhaps fantastic dragons, made of white flowers but seemingly realistic as they appear to pulsate with life. The float flows out behind these dragon-birds, banked solidly with stevia, carnations and roses. Toward the back a stairway of flowers leads up to the throne of the Butterfly Queen whose body is that of a lovely maiden, and whose ethereal wings are fashioned of sweetpeas. The Queen's attendants swing gently at either side. Over a canopy shading the queen are streamers floating skyward.

PLAYLAND FANTASIES

By RUTH BILLHEIMER

GROWN-UPS were young again as they watched the stories of childhood unfolding in floral pageantry on New Year's Day in Pasadena. "Playland Fantasies," sculptured in flowers, passed in a brilliant panorama as hosts of spectators thronged the avenues for the Crown City's 49th annual Tournament of Roses.

Admiral A. J. Hepburn, commander of the Pacific Fleet; Admiral C. C. Bloch, who will succeed him, Mrs. Bloch, their son-in-law and daughter, Lieut. and Mrs. Thad A. Broom; and 25 other members of the Navy set including vice admirals, rear admirals and their families were in the reviewing stand at Orange Grove Avenue and Colorado Street, one of their last outings before the fleet sails for maneuvers, Jan. 3.

Gen. Samuel Rojas, chief of Mexico's aviation, army and navy departments, and his family were also honored guests, together with Gov. and Mrs. Frank F. Merriam of California; Gov. and Mrs. Elmer Benson of Minnesota; National Commander and Mrs. Daniel Doherty of the American Legion; President and Mrs. Richard Foster of the University of Alabama; and President and Mrs. Robert Gordon Sproul, University of California. Representatives of Portland's Rose Festival were also special guests.

Leading the parade as its grand marshal was one of California's own sons, Leo Carrillo, descended from the Spanish dons. Garbed in spotless white, the actor-horseman pranced by on his own white horse. A crest of orchids bobbed on the bridle and a cluster of the rare blooms was nestled behind the saddle. His daughter, Antoinette, also rode a Palomino. Honorary marshals in white with black headgear and dramatic black velvet capes headed each division. Spanish-garbed riders on blooded mounts acted as honorary escorts throughout the length of the parade. And the horses, Palominos, roans, pintos, came principally from Santa Barbara, from William Randolph Hearst's and W. K. Kellogg's ranches. Many were of Early California stock.

Lovely Queen Cheryl Walker, chosen from co-eds of Pasadena Junior College for her regal grace and beauty, ruled the day from a throne, formed like a huge floral crown, on the Tournament of Roses Association "theme" float. Her Majesty wore gleaming white satin, a jeweled diadem on her brow and was surrounded by six fair princesses in their satin gowns of palest gold. Anyone of them might have stepped directly from the pages of childhood's favorite fantasies.

Following in Queen Cheryl's train were 57 floats representing many states, and the commonwealth of Australia. Each was studded with flowers, which if counted would reach astronomical figures, for hardly a square inch on any float was not encrusted with flower-heads. More thousands of blossoms were strung, like beads, on wire to form the tracery of butterfly wings, a shimmering fountain, or swaying lanterns.

The use of orchids alone added a fairy godmother touch to the moving spectacle. Indeed, it was as though the Rose Queen had waved her wand and commanded all the fabulous

Beautiful Queen Cheryl selected from the comeliest young co-eds at Pasadena Junior College, and her court presided graciously over the destinies of Pasadena's 49th annual Tournament of Roses from the hour of her glittering coronation ball in the Civic Auditorium on December 29, through the New Year's Day floral parade. Three thousand "subjects" danced at her crowning including ranking Naval officers, state governors, college presidents and their wives.

Left to Right. Winifred Argetsinger, Winifred Gordon, Jetsy Posthuma, Queen Cheryl Walker, Beverly Arnett, Jean Studley, Anita Edmison

wealth of Fairyland's garden to form a train of color behind her as she passed through the city, bowing and smiling graciously to her thousands of "subjects".

As though for her amusement, Metropolitan Oakland sent from the North a mechanically animated frog "orchestra" and an audience of fashionably gowned frog "patrons", wearing "ermine" made from white chrysanthemums and carnations! The float boasted rare flowers from many states. Daphne was flown to California from Vermont and hibiscus came from Honolulu on the Clipper. Portland sent its own lovely roses to adorn its entry "Garden Fantasy".

Fantasies of Playland that brought ecstatic exclamations from grown-ups as well as children, brought out in floral pageantry all the story-book characters of tradition. On one float a lavender and white plaid "gingham" dog challenged a very-authentic calico cat made entirely of flowers. Arcadia, with its claim on the Santa Anita race track, shrewdly chose a "hobby horse" for its motif, and sat a small jockey in scarlet satin shirt upon the round-barreled rocking horse made of golden calendulas. Santa Claus, a bit out of season, but heartily welcomed; Red Riding Hood; Bo-peep with her sheep of white flowers; Little Miss Muffett; a rocking and careening Humpty-Dumpty grimacing florally from the top of his wall; and the little pig that went to market . . . all were there.

Cinderella, poised on floral stairs, on her way to enter a pumpkin coach covered with tan chrysanthemums was on the Union Oil Company's grand prize winning float. The coach door was opened to show a solid lining of yellow calendulas, and a mouse-coachman cracked his whip over scuttling white flower mice.

Burbank's "Merry-Go-Round", which won the sweepstakes, was completely done in flowers. The construction and work was done by Burbank school children, six of whom wore authentic and gay peasant costumes and rode astride the "animals".

The newer story of "Ferdinand", so beloved today by children and parents alike, was depicted by Santa Barbara for her prize winning entry; and Long Beach won this year, as last, the theme prize. The float represented the Queen of Fantasy seated beneath a delicately wrought pagoda of pink and orchid blooms. Glendale, too, repeated last year's record as Class-A winner with "The Seasons". Terraced up from the front were a spring garden, a-bloom with hyacinth, orchids and roses; a summertime orchard with Talisman roses hanging like ripe fruit from the trees; a miniature football field for autumn; and, crowning the whole scene, a skiier on a snow-capped mountain.

LEO CARRILLO, popular motion picture star, rides a spirited Palomino horse as Grand Marshall of the 1938 Tournament of Roses parade.

Australia's "Lyre Bird" won first and Alabama's state seal etched in flowers won second place in Class AA.

There was comedy in some entries, beauty in all and, in a time when nations are troubled with wars, a note of peace, too, in the dignified and beautiful float of the Salvation Army.

And there was music! Heralding the approach of Queen Cheryl were the quick-stepping ranks of Pasadena Junior College students who composed the official Tournament of Roses Band playing a spirited medley of "storybook" songs. Pretty majorettes twirled batons behind the drum major.

A total of seventeen bands was scattered through the parade, including San Gabriel Drum and Bugle Corps, University of California, Long Beach Poly High, Elks Symphonic Band of Los Angeles, Loyola University, South Pasadena High School, U.C.L.A. Bruins, Burbank High School, Eliot Junior High School, Salvation Army, Boudreau's Symphonic Band, World War Veterans' Pipe Band, Pomona Junior College, Muir Technical High School, Musician's Post, No. 424, and Safeway Employees.

Equestrians and their garlanded steeds gave a distinctly Western note, for only Western saddles were used and riders wore sombreros or Spanish sailors, embroidered velvet pants and jackets and bright silk shirts. Their bridles were mounted with shining silver that recalled the days of the dons.

"This spectacle today," said an Eastern visitor in the distinguished guest stand, "is typical of all that California means . . . sunshine, flowers, lavish beauty and hospitality. It's the greatest thing you could do for your state."

Indeed, Jan. 1 proved many a weather prophet in error, for the early morning's film of clouds drew aside to let full sunshine sparkle on the floral pageant and coax spectators into shedding their coats.

In the reviewing stand, a rose bud had been placed on every seat as an honorary badge for each guest.

In the first row sat Governor Merriam. Near him sat Minnesota's chief with his wife and two children, Lois and Thomas. In their familiar place at the south of the same stand, sat the retinue of United States Navy officers and their families. Gold braid and brass buttons gleamed in the sun, and no candid camera fan was more ardent than Admiral Hepburn himself.

On one side of the memorial flagpole at Orange Grove and Colorado, across from the main reviewing stand, were stationed the network broadcasters and news reel cameramen looking down Orange Grove Avenue into the oncoming Tournament.

Overhead buzzed numerous aircraft and now and then a transcontinental ship winged east or west.

Orderly and enthusiastic, the large crowd increased little by little until more than half the parade had passed. And as the crowd broke ranks, filling the roadway behind the procession, the Alabama-California football game was uppermost in many a mind. Honored guests of the city were entertained with luncheon at the Vista del Arroyo Hotel before proceeding to the Rose Bowl.

Prize Winners of 1938

With more unusual ideas in the floats, this year's judging of the Rose Parade was particularly difficult. Prize-winners for 1938 are as follows:

Sweepstakes: Burbank—most beautiful entry regardless of size. Open to all classes except hotels and business firms.

Grand Prize: Union Oil Company of California—most beautiful entry regardless of size in hotel and business firm class.

Theme Prize: Long Beach—for the entry most fittingly presenting the theme of the parade.

Pasadena Challenge Entry: Pasadena Light Depart-

QUEEN'S FLOAT—Several views of the float carrying Queen Cheryl and her court in the 49th Annual Tournament of Roses Parade are shown on this page. She is seated on a crown of royal gold chrysanthemums shaded by three ostrich plumes or orchid-colored sweetpeas. The crown is set on a golden dais. Seated on an ermine mantle of chrysanthemums and delphinium are six princesses of beauty. At the upper right is a close up of Queen Cheryl on her throne; and below, her princesses are seen in their places. Delicately strung flowers formed the background.

ment—the best Pasadena entry. Must be won three times to become the property of the winner.

President's Special Award: 20th Century Fox Studios.

CLASS AWARDS

Class AA: First, Australia; second, Alabama—countries and states.

Class A: First, Glendale; second, San Francisco; third, Portland—cities of more than 40,000.

Class A-1: First, Santa Barbara; second, North Hollywood; third, Alhambra—cities of 20,000 to 40,000.

Class A-2: First, Altadena; second, Venice; third, South Gate—cities of 10,000 to 20,000.

Class A-3: First, Culver City; second, Lynwood; third, San Gabriel—cities of 5,000 to 10,000.

Class A-4: First, Sierra Madre; second, Manhattan Beach; third, San Marino—cities under 5,000.

Class A-5: First, Oakland-Alameda County; second, Los Angeles County—counties over 50,000 population.

Class A-6: First, Humboldt County—counties under 50,000.

Class B: First, United Service Clubs—men's service clubs.

Class C: First, Pasadena Post No. 13, American Legion—fraternal, patriotic, educational, and musical organizations.

Class D: First, Hotel del Coronado; second, Hotel Huntington; third, Camp Baldy—hotels.

Class E: First, Standard Oil Company of California; second, Market Basket Stores; third, Safeway Stores—business firms and manufacturers.

Class F: First, California Junior Chamber of Commerce; second, National Orange Show; third, Pasadena Merchants Association—business groups.

Class G: First, Pasadena Water Department; second, Metropolitan Water District—municipal utilities.

Class H: First, Pasadena City Schools; second, University of California—educational units.

Class I: First, Salvation Army—religious units.

Class J: First, Boy Scouts—boys' organizations.

Queen Is Crowned at Ball

Selection and crowning of Pasadena's Tournament of Roses Queen is the most glamorous event leading up to the New Year's Day climax. Suspense attends the consideration of Pasadena Junior College co-eds for their beauty and regal bearing until one is chosen to reign over the Tournament festivities.

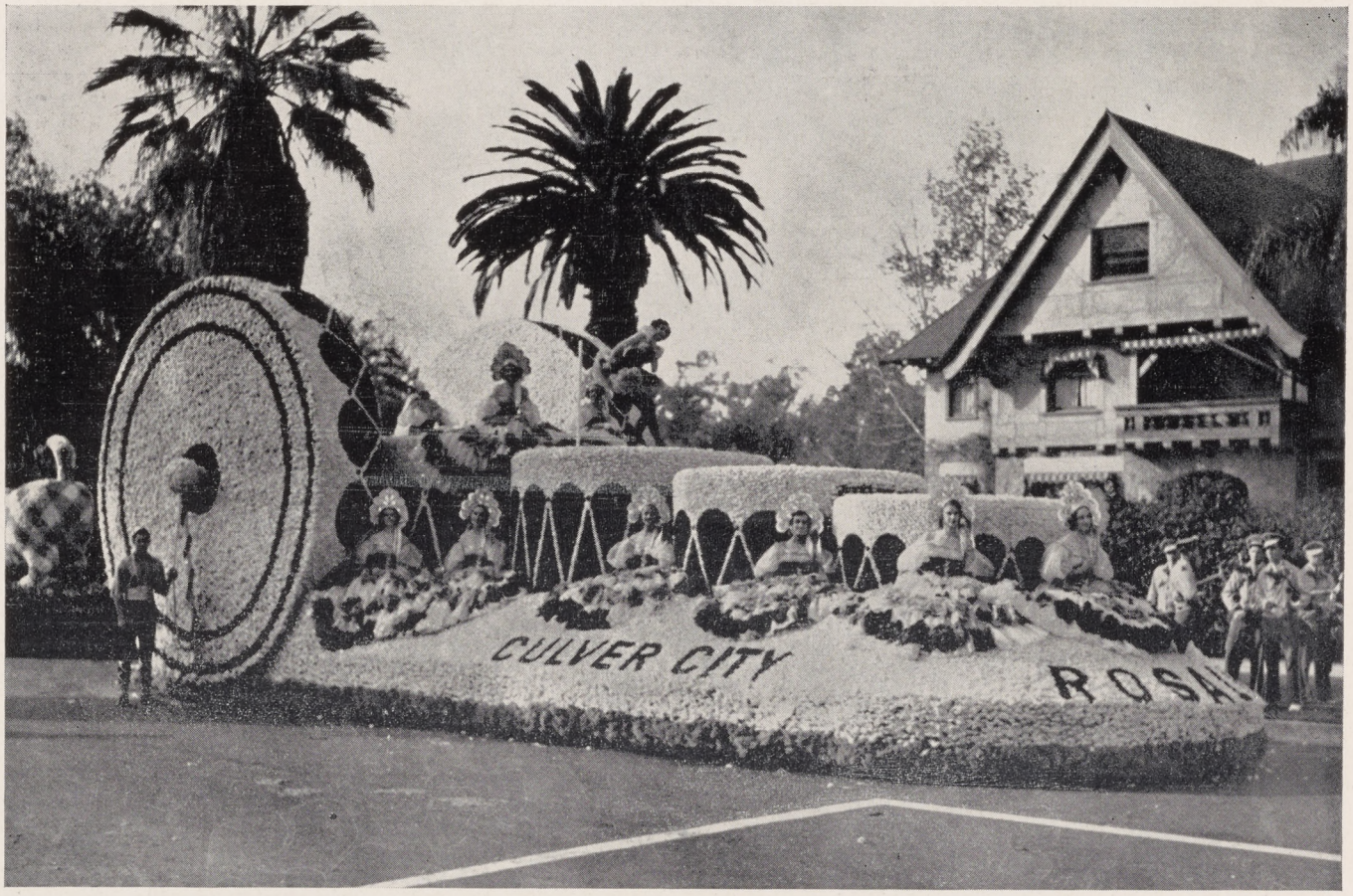
This year's queen, Miss Cheryl Walker, received her jewelled coronet from George S. Campbell, Tournament Association president, in the presence of 3000 "subjects". A blaze of spotlights followed her as she moved across the ballroom between lines of red and white uniformed members of the Pasadena Junior College Bulldog Band, and mounted the specially constructed stage in the Civic Auditorium with its adornment of 10,000 red roses.

Queen Cheryl wore a fitted gown of gleaming white satin and carried an armful of American Beauty roses. Her train was held by two pages, Yvonne Livingstone and Maxine Tulloss.

Preceding her were 24 ladies-in-waiting; six princesses, Winifred Gordon, Jetsy Posthuma, Beverly Arnett, Anita Edmison, Winifred Argetsinger, in pale gold satin; and the crown bearer, Stefani Horbaczek.

Prime Minister Lathrop Leishman presented the members of the court; and two distinguished guests were introduced, Jose Iturbi, renowned pianist-conductor; and Leo Carrillo, actor and grand marshal of the 1938 parade.

The ball was arranged by Robert M. McCurdy and the following committee: Drummond McCunn, Elmer Wilson, Max Colwell, Russell A. Stapleton and Clyde Warren.

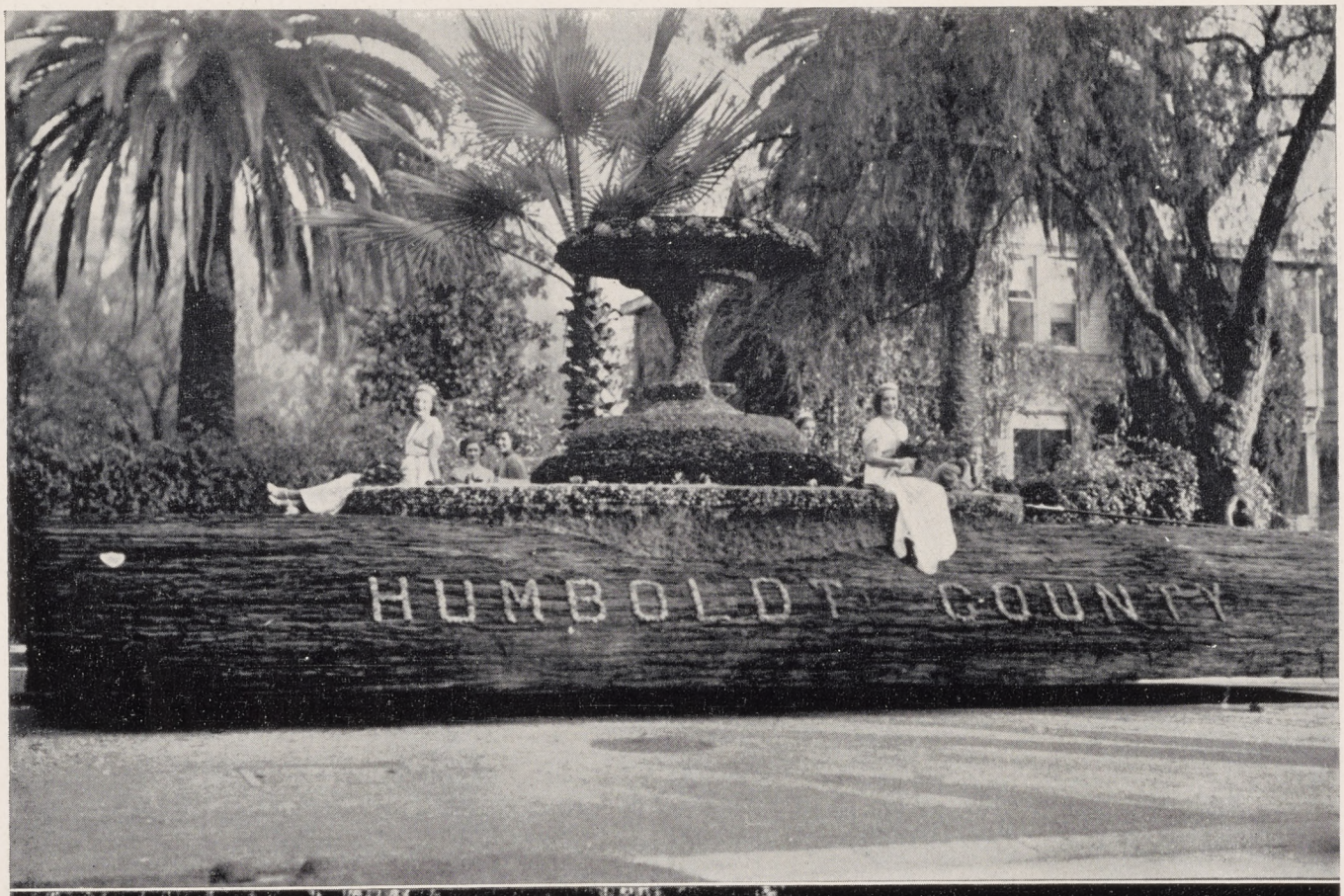


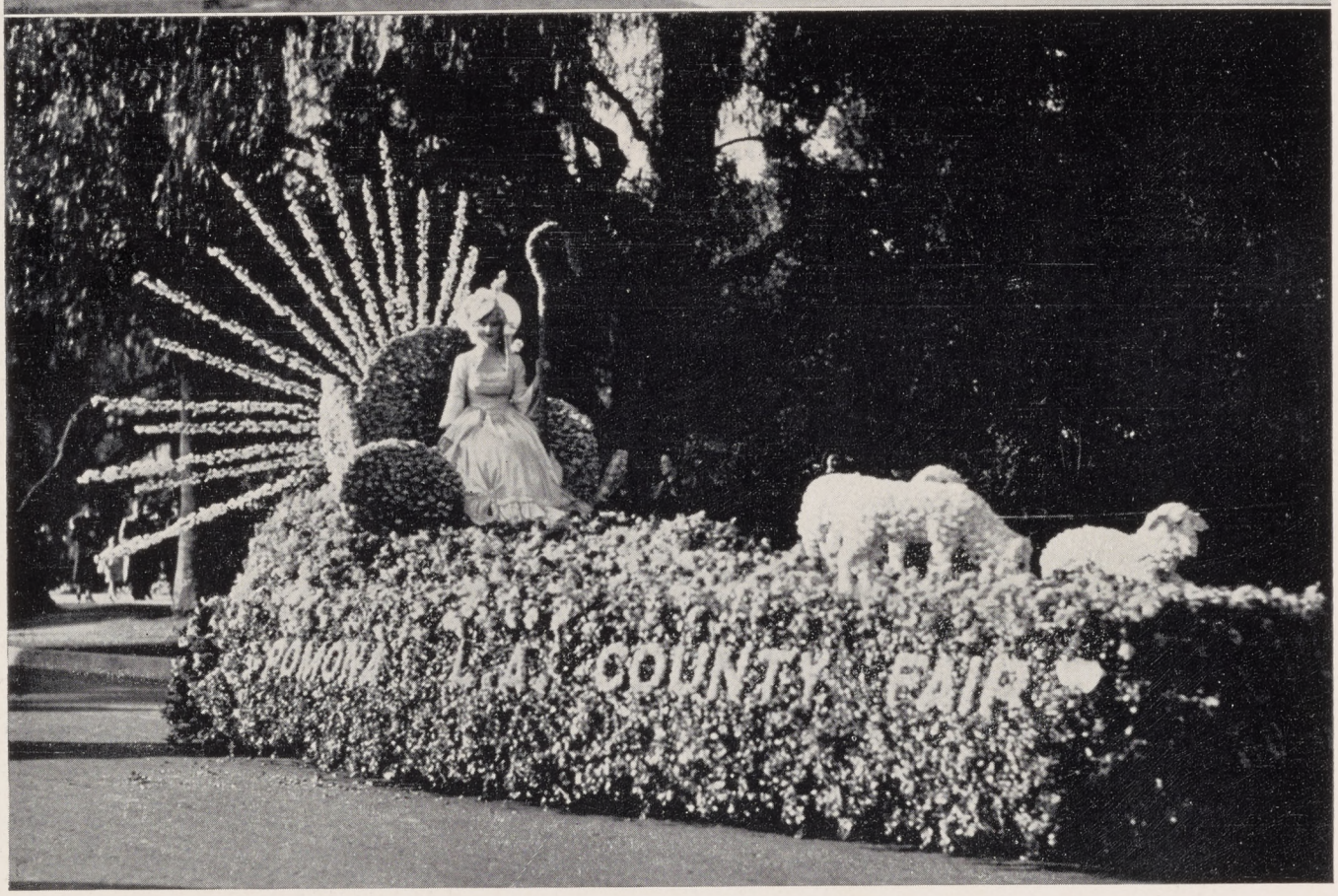
FIRST PRIZE WINNER, CLASS A-3, CULVER CITY—"Rosalie" is Culver City's first entry in the Tournament of Roses and is a fitting theme taken from a Culver City studio production. A series of huge red and white drums rise from the front, made with hundreds of thousands of chrysanthemums, placed solidly together. On the central drum a dainty miss dances to "Rosalie," played by the Loyola University band of Culver City.

UNIVERSITY OF CALIFORNIA (above)—"The University of Seven Campuses" is a floral reproduction of a sunburst, made of chrysanthemums and cornflowers in the University colors, blue and gold, with seven long spears chronicling campus locations. UNIVERSITY OF ALABAMA (below)—"The great Seal" represents the University insignia, edged with bronze chrysanthemums and lettered with yellow chrysanthemums. The shield of red and white carnations is surmounted by an eagle.

CITY OF SIERRA MADRE—"The Girl of the Golden West" (top). The West's rich history is symbolized by Julia O'Grady, emerging from a huge California poppy. First in Class A-4, cities under 5000. PASADENA WATER DEPARTMENT—"Iris and the Rainbow" (bottom). First in Class G, municipal utilities. Iris is drawn in her chariot by two peacocks over a rainbow bridge, decorated with white narcissus.

COUNTY OF LOS ANGELES—"St. Valentine's Day" (above). On this large float of 300,000 blossoms is seated Queen Betty Jane Tweedy on her heart-shaped throne, accompanied by her two valentine pages. METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA—"King of the Golden River" (below). Under a rainbow arch and at the command of a fairy king flows the golden river, bringing life to the desert.



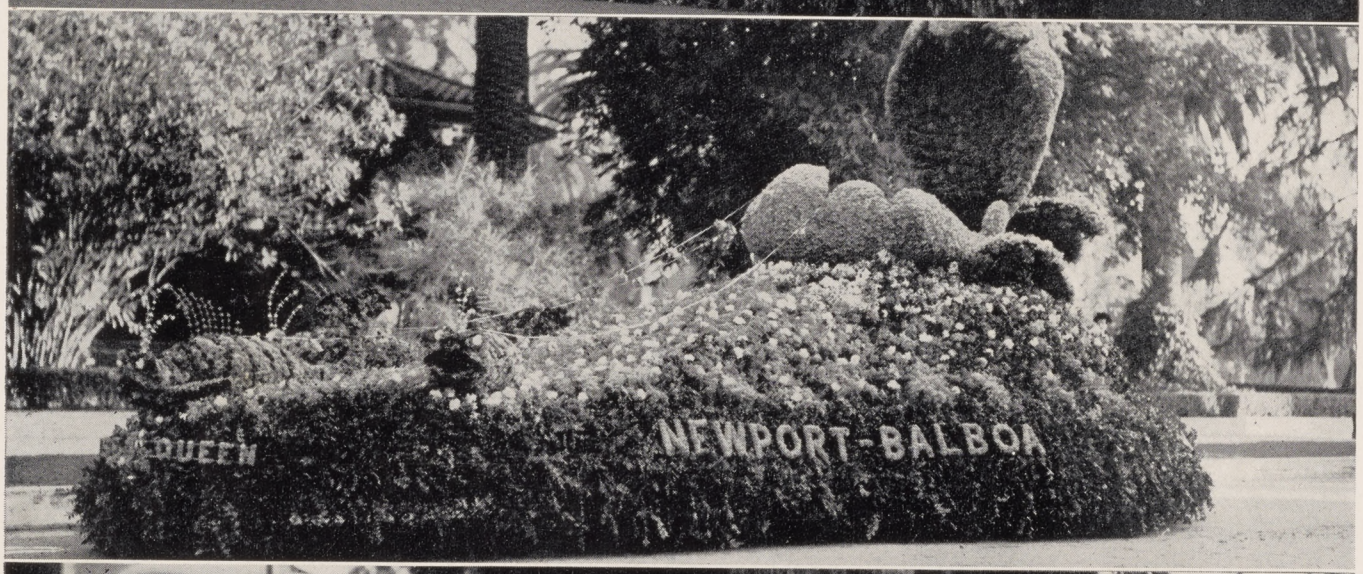


HUMBOLDT COUNTY (above)—"Ponce de Leon at the Fountain of Youth" is constructed on a redwood log typifying youth riding on the oldest living thing, a redwood tree. The fountain covered by 50,000 yellow and bronze colored flowers. POMONA CHAMBER OF COMMERCE AND LOS ANGELES COUNTY FAIR (below)—"Little Bo-Peep," standing in an open flower, watches her three pompon chrysanthemum sheep.

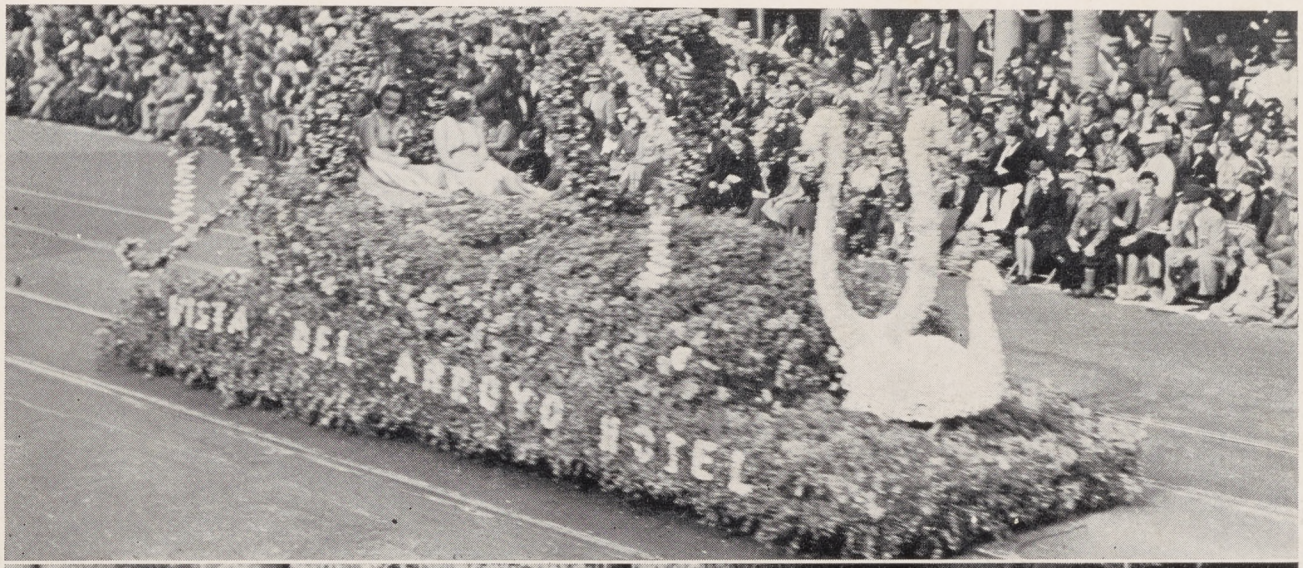
CITY OF SAN MARINO—"The Silver Queen." Commemorating the 25th anniversary of San Marino's founding is this lovely float, on which is a throne of pink roses for the queen, gowned in silver metal cloth. ALTADENA CHAMBER OF COMMERCE—"The Night Before Christmas" (below) Santa Claus leaves his castle on his annual mission aboard his flower-decked sleigh drawn by four reindeer.

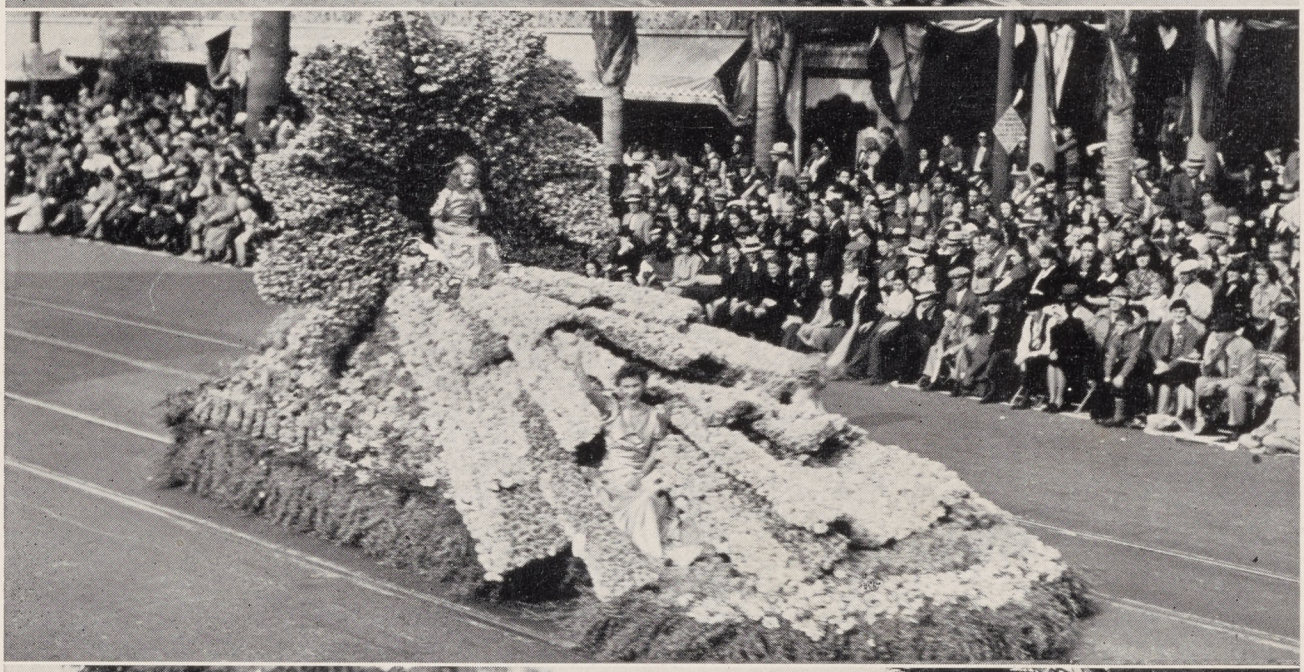
SOUTH PASADENA (above)—"Little Miss Muffet" is seated in front of a spider web of thousands of tiny white narcissus blooms. Supporting it are scrolls with long festoons of sweetpeas. ALHAMBRA (below)—"Story Book Parade" dramatizes Alhambra's annual event for children, with their prize winners portraying well-known characters. A large story book has open pages of crumbled desert holly, and a back of bronze and red pompons.

CITY OF LOS ANGELES (above). "Fairyland Symphony" portrays a fairy queen leading her orchestra of brownies, bumble bees and a beetle playing his bass viol, in nature music. A pair of lacy white gates at the front open into this fairyland. CITY AND COUNTY OF SAN FRANCISCO (below). "Treasure Island" depicts the 1939 World's Fair in San Francisco Bay with blue delf heather and statice waves lapping at the sides.

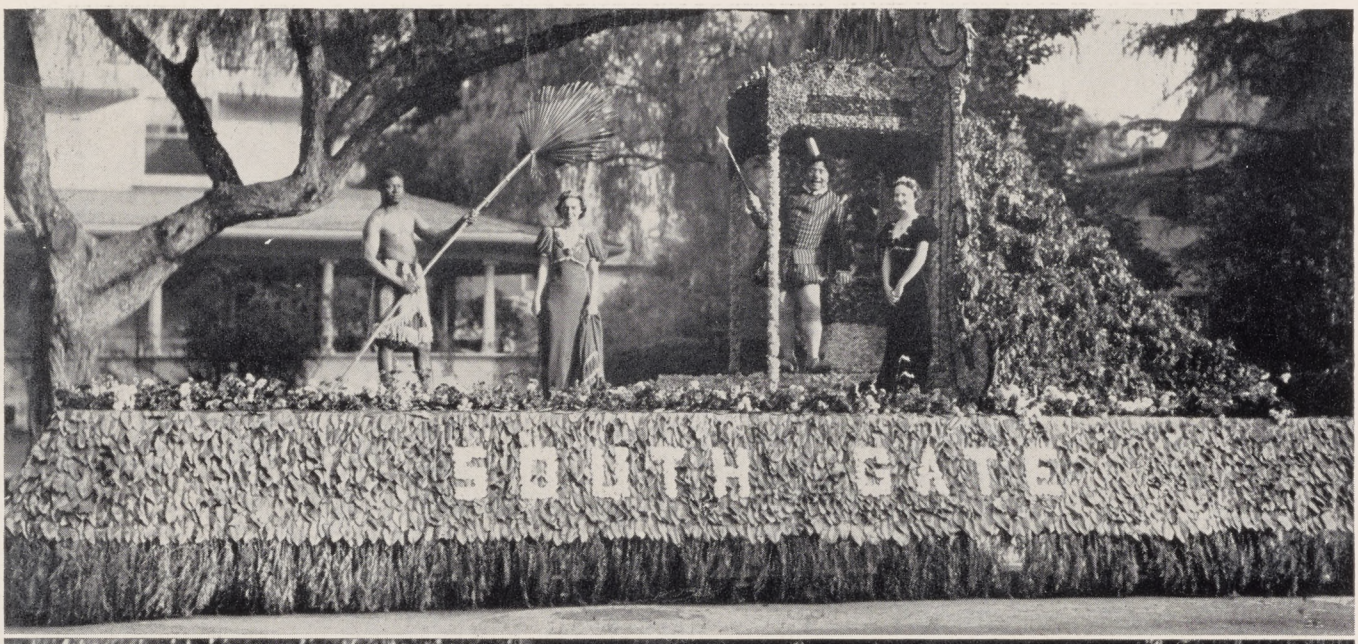


CITY OF LYNWOOD—"The Gingham Dog and Calico Cat" (top). The dog of "gingham" and the cat of "calico" are tensed, ready to act out the famous poem. NEWPORT HARBOR CHAMBER OF COMMERCE—"Fairy Sea Queen" (center). The queen and two mermaids are drawn over blue delphinium waves by fantastic fish. VENICE—"Mardi Gras" (bottom). At the rear is a chrysanthemum figure in a yamiyama costume.

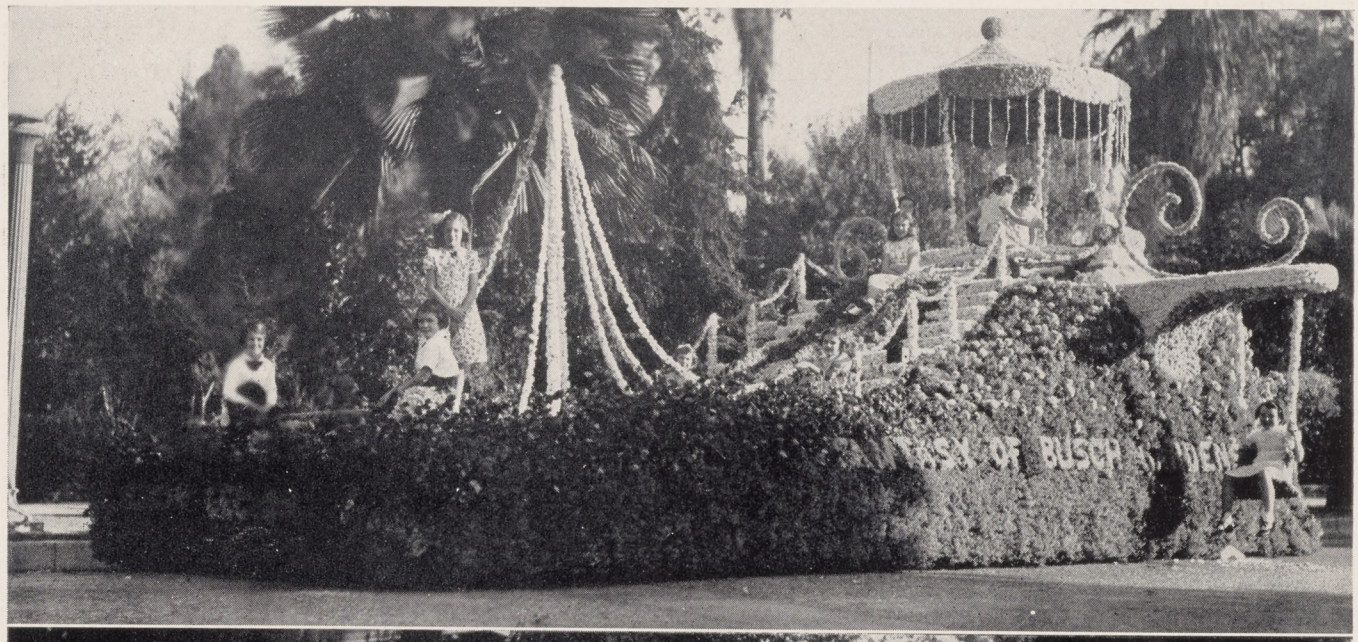




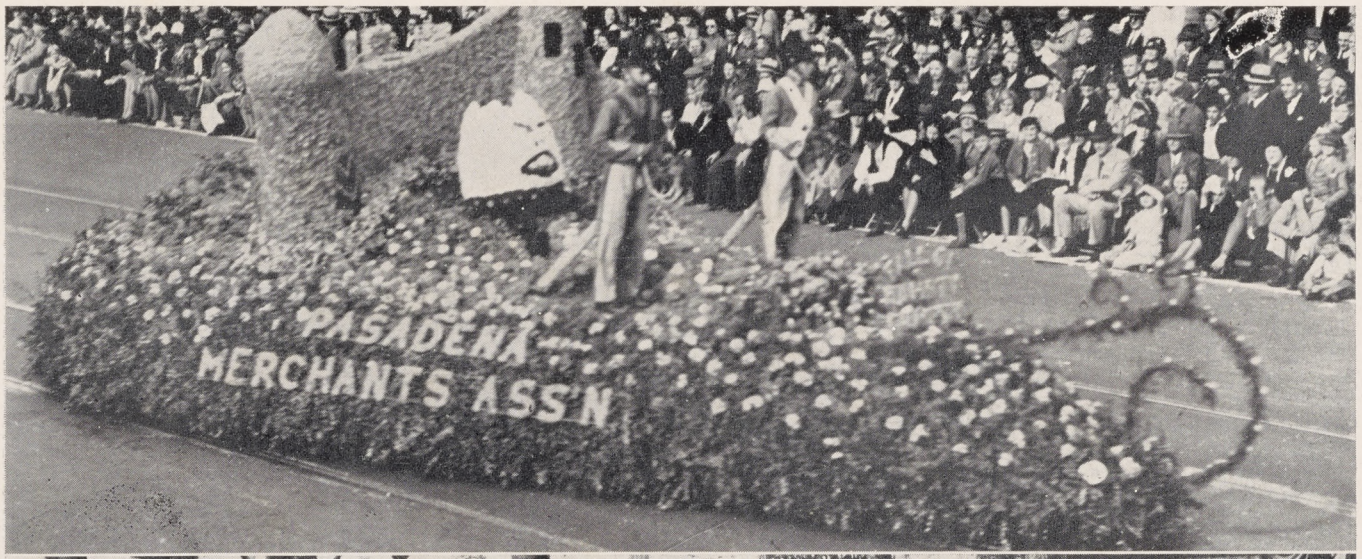
VISTA DEL ARROYO HOTEL—"Fantasies in Hearts and Flowers" (top). The hotel's atmosphere is symbolized in this float, featuring a heart of pink roses. THE HUNTINGTON HOTEL—"Sunrise in Playground" (center) Another noted hotel's entry, this float shows the sun, its rays sweeping out over the float. HOTEL DEL CORONADO—"Playland" (bottom). A bathing girl rides a gold crown, symbolic of the hotel's golden anniversary.

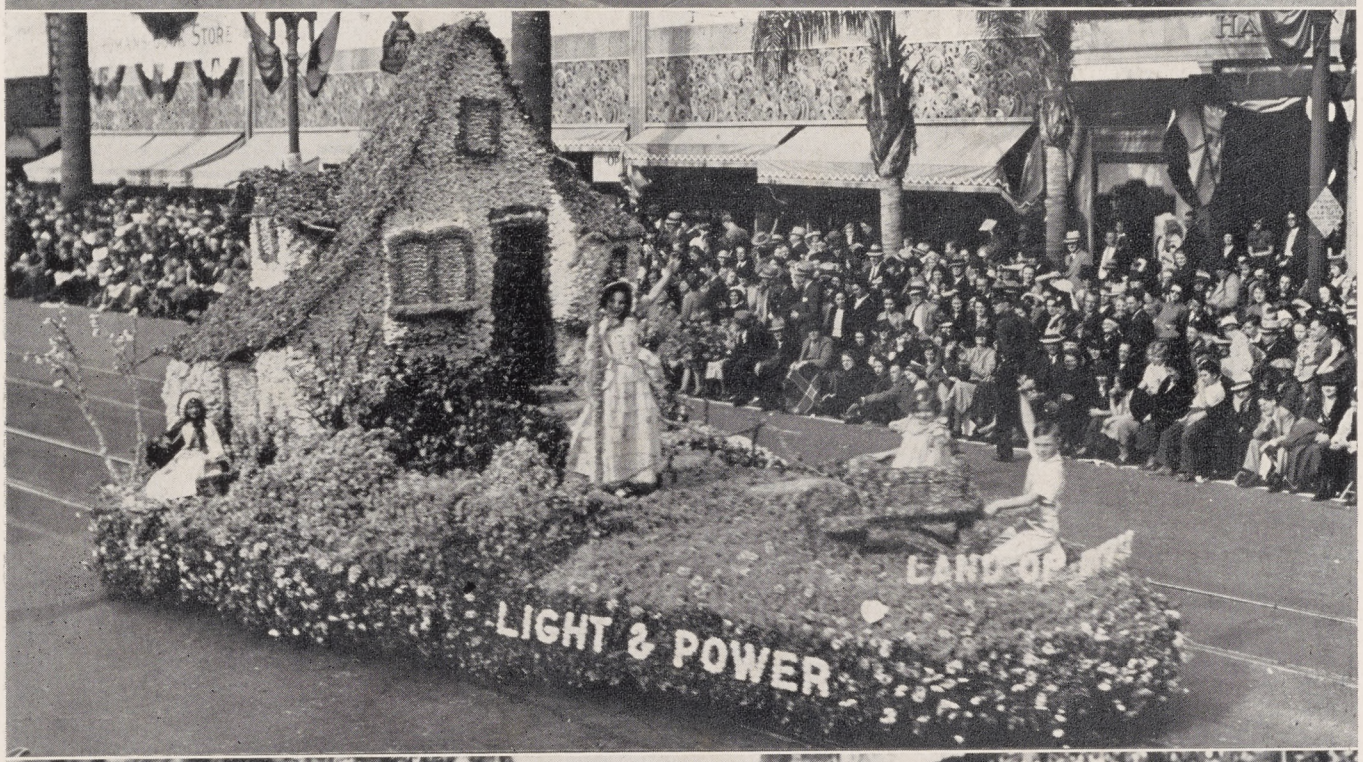


SOUTH GATE (top)—"King Do-Do" is attended by two court ladies on his throne carriage fashioned of 150,000 pompon chrysanthemums, candytufts, gladioli, stocks and sweetpeas. MONTEREY PARK (center)—"A'Sleighing We Will Go" declare two red-cheeked lasses driving red poinsettia-caparisoned white horses. SALVATION ARMY (bottom)—"World Peace" is emphasized by the white cross and the large globe.



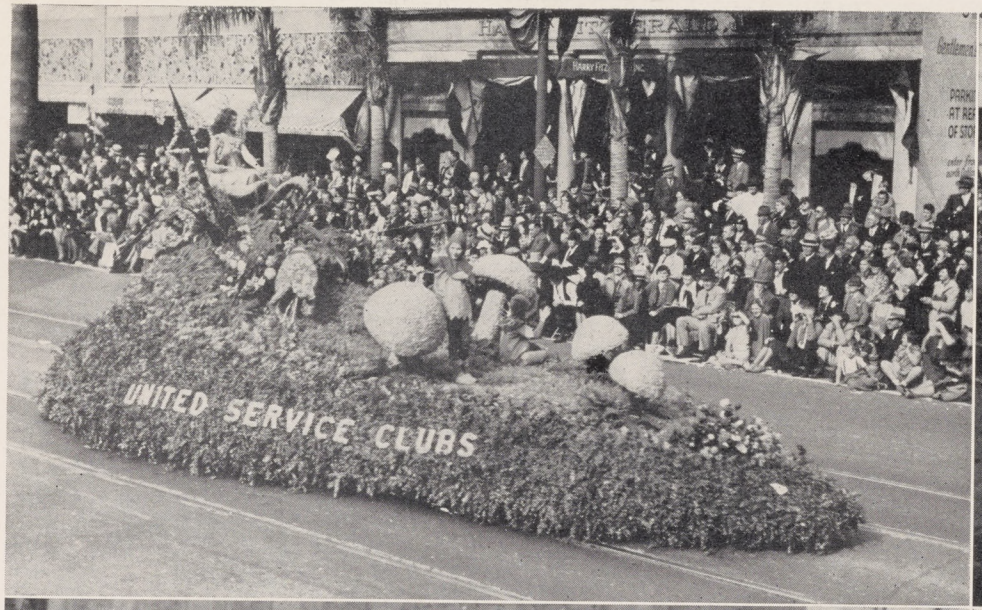
PASADENA POST NO. 13, AMERICAN LEGION—(top)—"Fantasy of Busch Gardens" represents a children's playground with a merry-go-round high at the rear. SAN FERNANDO CHAMBER OF COMMERCE (center)—"Titania, Queen of the Fairies" is drawn by floral swans. WALT DISNEY STUDIOS (bottom)—"Snow White and the Seven Dwarfs" all are sitting under floral toadstools and a web of sweetpeas and orchids.





PASADENA MERCHANTS ASSOCIATION (top)—"Humpty-Dumpty's Great Fall." Humpty-Dumpty has fallen from his wall and sits cracked and battered, a mass of white chrysanthemums. PASADENA LIGHT AND POWER DEPARTMENT (center)—"Land of Fantasy." Storyland children are welcoming two Earth children to their fairyland house. CALIFORNIA JUNIOR CHAMBER OF COMMERCE (bottom)—"A Teddy Bear for Today" is a California Bear Flag with a teddy bear replacing the customary grizzly.

MARKET BASKET STORES (top)—"This Little Pig Went to Market." A small pig is seen waving gaily to a large one on his way to market. The pigs are made of chrysanthemums and cornflowers. SAN BERNARDINO NATIONAL ORANGE SHOW (center)—"Golden Treasure" portrays a large floral throne with a girl riding as a pirate in the center. PALOS VERDES ESTATES (bottom)—"California's Little Waikiki" depicts a girl enjoying surfboard sport in Palos Verdes Cove.

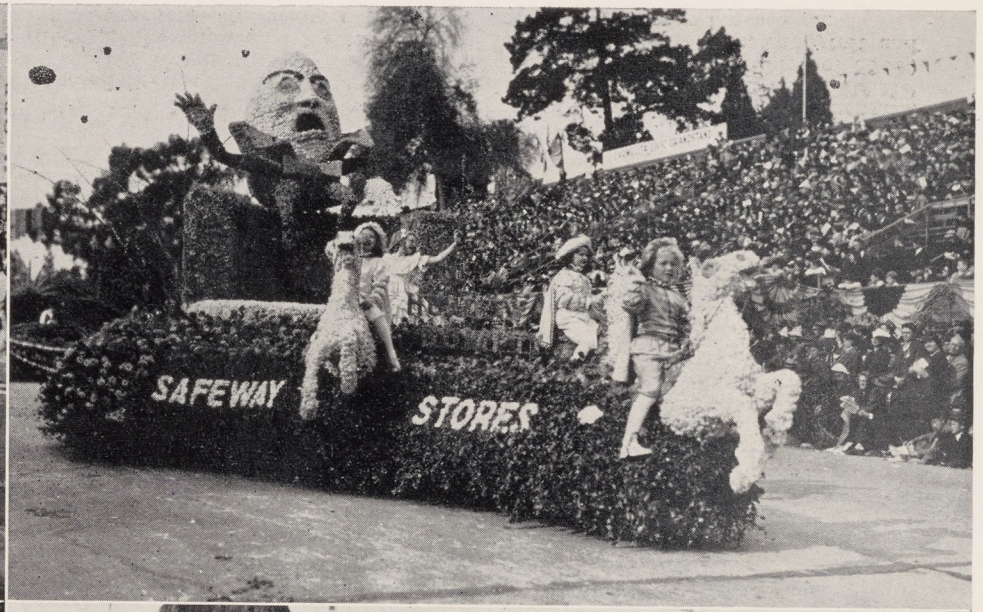


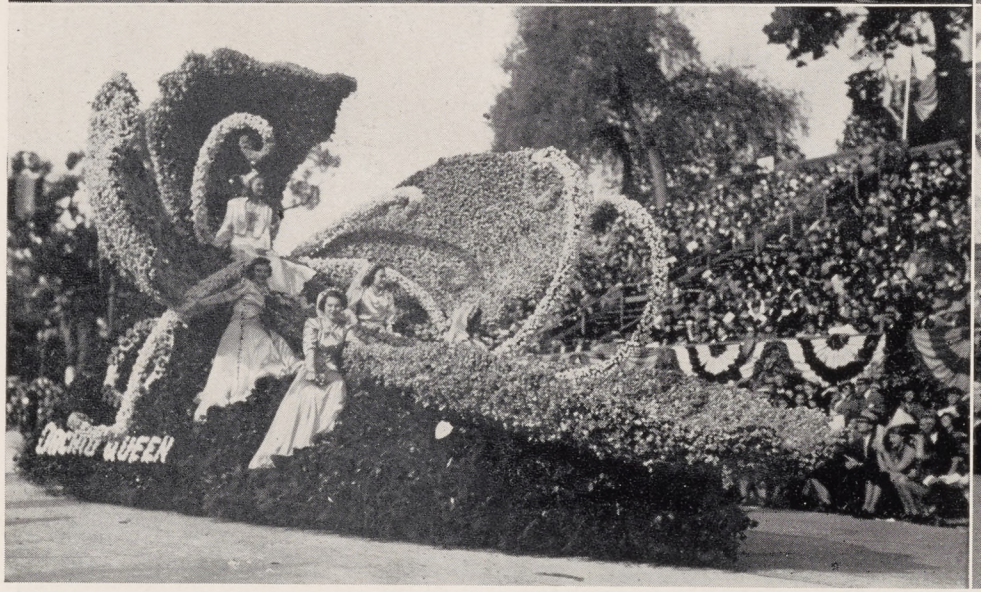
UNITED SERVICE CLUBS OF PASADENA (upper left)—"Fantasy Land". A fairy queen sits in a large flower of yellow chrysanthemums while gnomes peep from behind floral toadstools. PORTLAND (ORE.) ROSE FESTIVAL ASSOCIATION (upper right)—"Garden Fantasy" takes its theme from one of the lovely gardens in Portland. A peacock is drinking from a wall fountain. PASADENA CHAMBER OF COMMERCE (lower left)—"The Old Woman Who Lived in a Shoe" of yellow chrysanthemums. Around it are a dozen children in pinafores or short trousers. 20TH CENTURY FOX FILM CORPORATION (lower right)—"In Old Chicago". A flower-covered horse-drawn fire engine of the time of Chicago's great fire in 1871 is symbolic.

the lovely gardens in Portland. A peacock is drinking from a wall fountain.

fire engine of the time of Chicago's great fire in 1871 is symbolic.

MANHATTAN BEACH (upper left)—"Sea Star" is a symbolic starfish with orange marigold arms ten feet long. ARCADIA (upper right)—"Hobby Horse" is a yellow and bronze chrysanthemum creation which looms a sure winner in any "playland" race, backed up with a large gold chrysanthemum horseshoe. SAN GABRIEL (lower left)—"Lohengrin," the noble knight, rides a carnation-swan drawn chrysanthemum boat across a delphinium stream. Lohengrin, famed in classic opera, salutes Elsa and King Henry on the shore. CAMP BALDY (lower right)—"California's Playland" is a float constructed of 50,000 chrysanthemums, 26,000 calendulas and 60,000 sprays of stevia, candytuft and plumosa fern, depicting outdoor fun for all ages at all seasons.

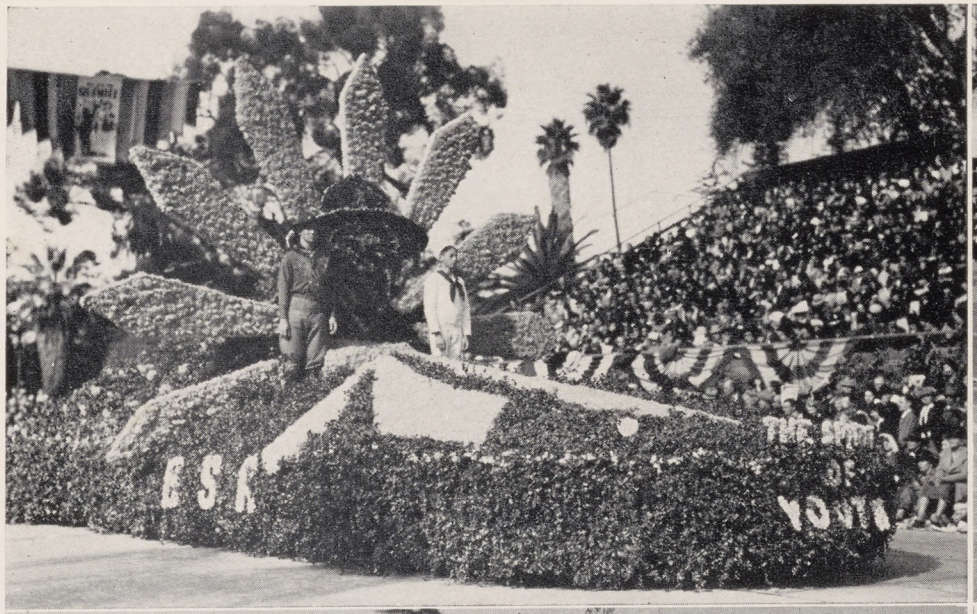


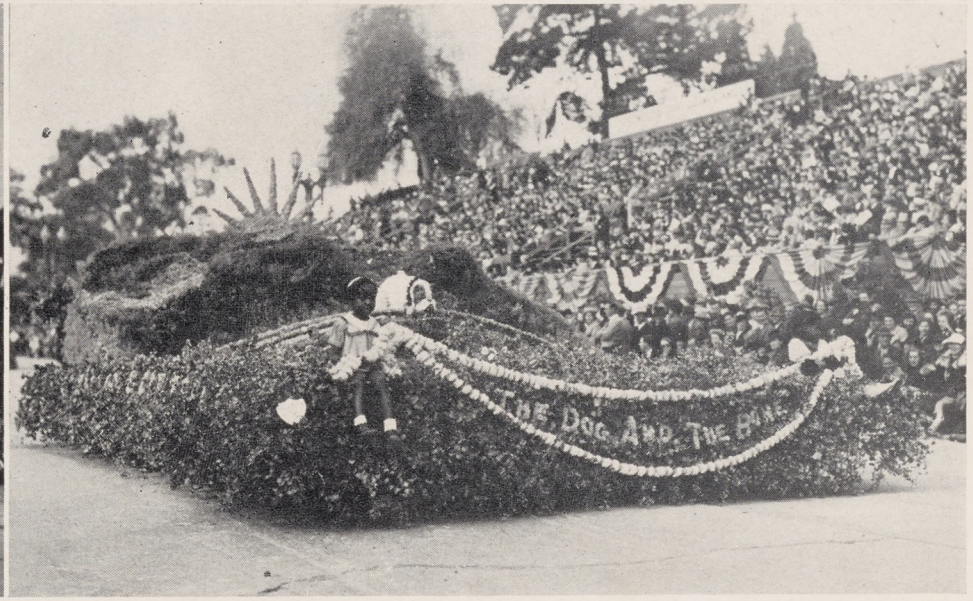


AUSTRALIA (upper left)—"Lyre Bird" depicts, as in former Tournament entries, the strange wild life of that continent, with a creation made of 50,000 white pompons, white narcissus, sweet peas and roses. SAFEWAY STORES (upper right)—"Humpty Dumpty" made of hundreds of sweetpeas and chrysanthemums sits nervously on a wall of bronze and old gold pompon chrysanthemums. The King's horsemen are ready if he should fall. PASADENA CITY SCHOOLS (lower left)—"The Orchid Queen" rides on an orchid fashioned of 32,000 vari-tinted sweetpeas. NORTH HOLLYWOOD (lower right)—"Merry Wives of Windsor" stand on a balcony before a Gothic stained glass window created with flowers.

anthemums sits nervously on a wall of bronze and old gold pompon chrysan-

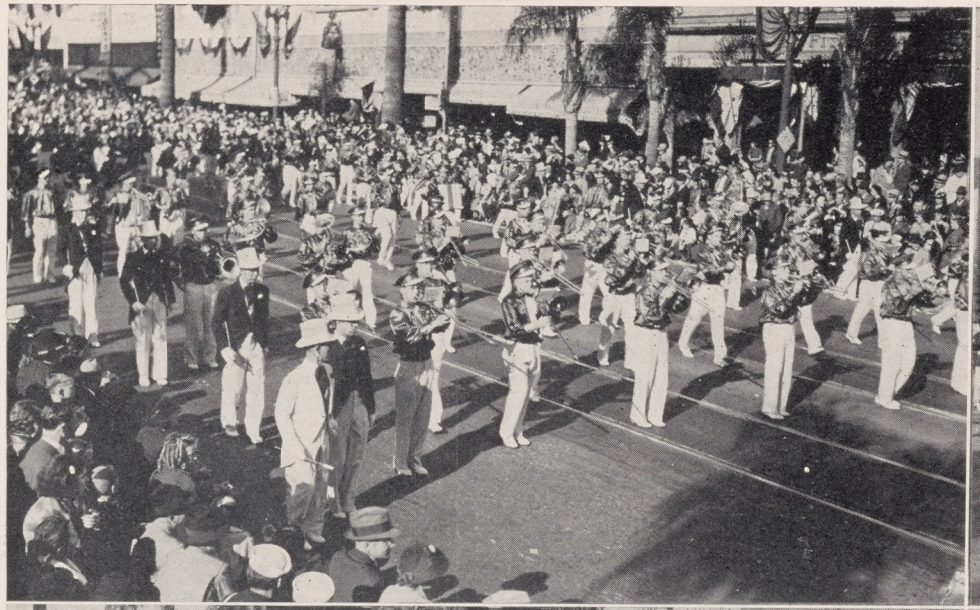
glass window created with flowers.

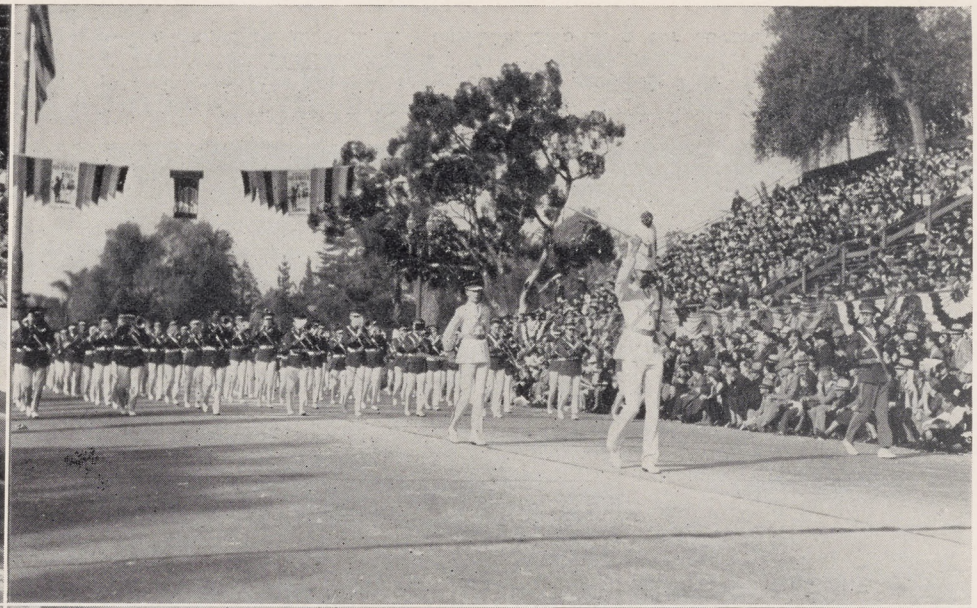


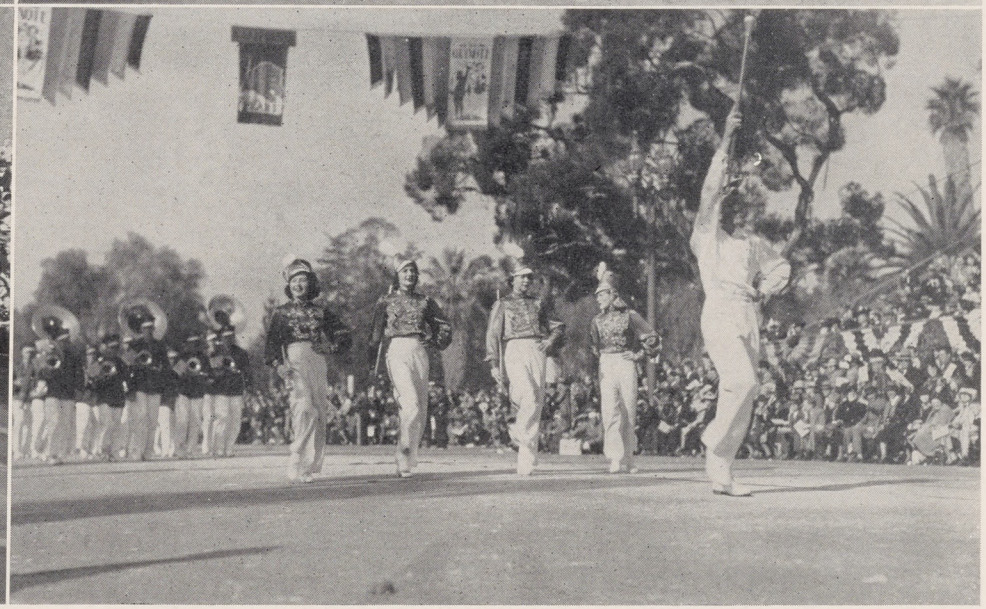


BOY SCOUTS (upper left)—"The Spirit of Youth" features an eight-foot floral head of a Boy Scout, with his typical smile. GAY'S LION FARM (upper right)—"Miss Tarzan" bravely sits a huge chrysanthemum African lion. The terrain is composed of pepper leaves. EAGLE ROCK (lower left)—"Queen of the Fairies" is the young lady atop the butterfly with its wings of pink, rose and white sweetpeas. The huge swallowtail butterfly rests on a bed of stevia and pink roses. DR. W. J. ROSS COMPANY (lower right)—"The Dog and the Bone" fable portrayal shows a chrysanthemum dog on a floral bridge.

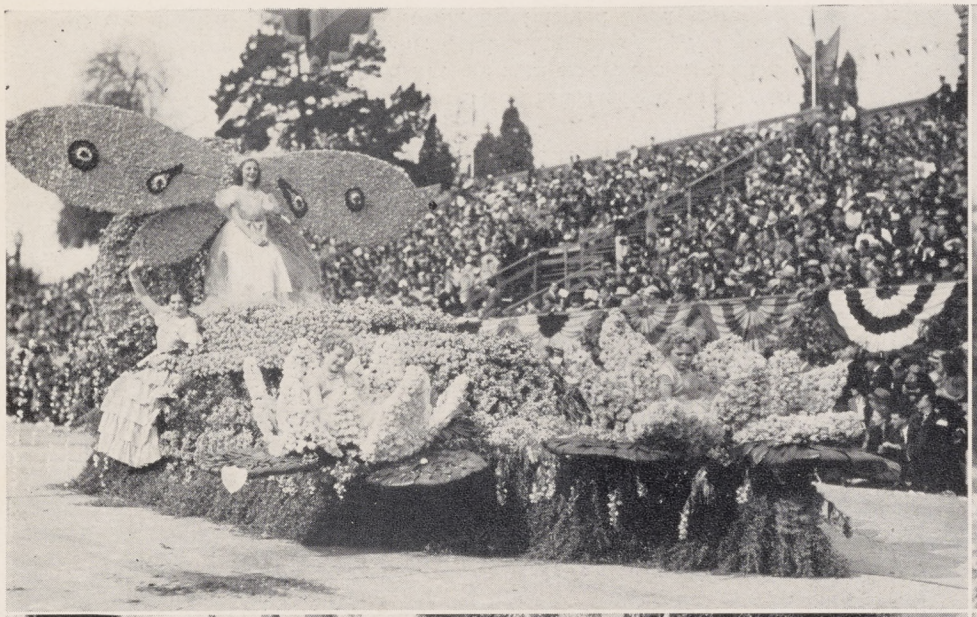
MORE THAN 150 PRANCING Western stock horses, bedecked in costly trappings, carried brilliantly clad riders. Top left: the flag bearers; top right: a group of Division Marshal's aides. Middle left: Chief of staff, Capt. J. W. McCall, Jr.; center: A. W. Anderson, one of five Division Marshals; middle right: Ed Bolin, a Spanish-costumed honorary marshal. Lower left: Mounted escorts of San Marino city's float; lower right: Another typical group.

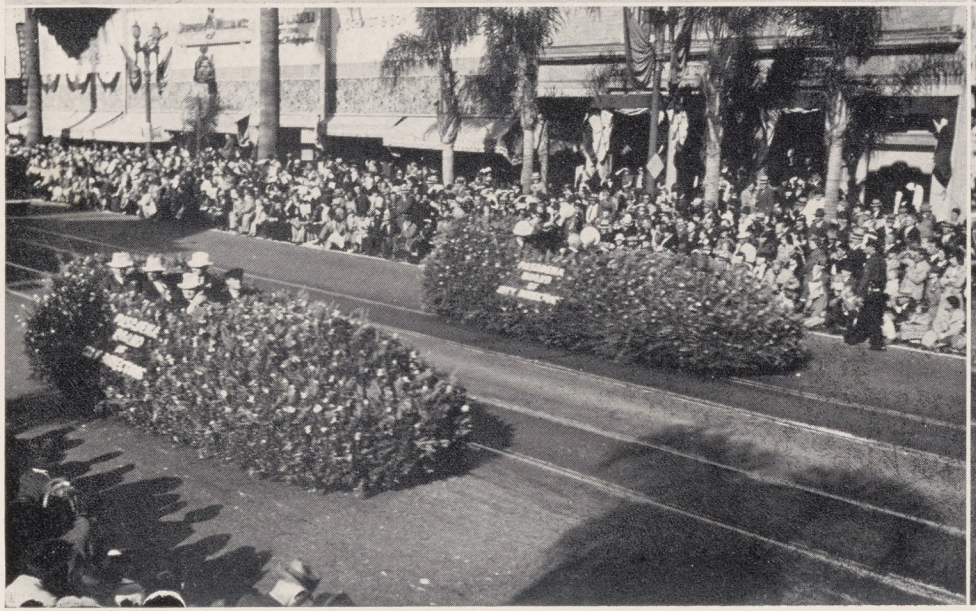


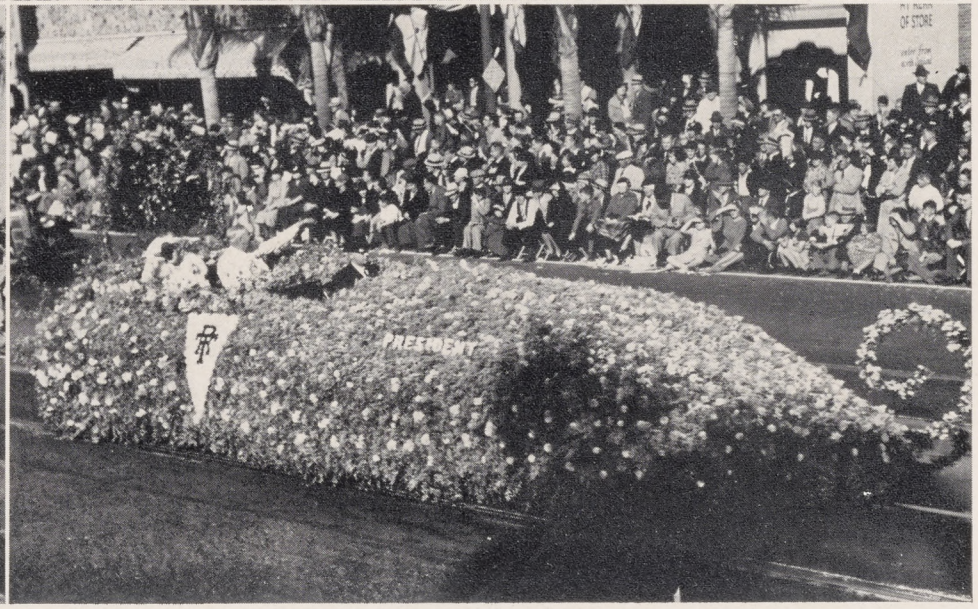




HUNDREDS OF MARCHING BANDSMEN add musically to the festivity. Top left: Silk-toppered Elks drill team men escort the famed 175-piece Tournament of Roses Band. Top right: Celebrating their school's march to the Rose Bowl, the University of California band is led by a towering drum major. Lower left: Colorful in Spanish costume is the American Legion world championship drum and bugle corps from San Gabriel. Lower right: Several of the drum majorettes whose prancing and baton-whirling is an attraction in the parade are seen in this picture.







PASADENA CLEARING HOUSE ASSOCIATION (upper left)—"Dreams of the Fairy Queen". A small child lies asleep in the center of a water lily made of sweetpeas, dreaming of the fairy queen; an idea derived from "Water Babies." UNION OIL COMPANY (upper right)—Cinderella trying on the glass slipper in the hands of the prince. The stone wall is of panies, the foreground of roses. PASADENA BOARD OF CITY DIRECTORS (lower left) rides in two cars covered with ferns and studded with roses. PRESIDENT OF THE TOURNAMENT OF ROSES ASSOCIATION (lower right)—Mr. and Mrs. George S. Campbell, also in a car covered with ferns and roses.

California Defeats Alabama 13-0

By CHARLES W. PADDOCK

ROSE BOWL, PASADENA, JAN. 1—The new California Wonder Team lived up to the best traditions of the old California Wonder Teams here this afternoon in beating the Crimson Tide of Alabama to the tune of 13-0.

Incidentally, it was Alabama's first defeat in the Bowl. The Bears outplayed 'Bama almost all the way and the only chances that the Dixie lads had, they muffed by fatal fumbles, before more than 90,000 spectators, the biggest crowd ever to see a Pasadena football game.

Once in the first half, Joe Kilgrow, who was almost the whole Alabama offense, threw a pass close to the California goal line which was caught and then fumbled with California recovering, and All-American Sam Chapman kicked the Bears out of danger on the next play. Late in the second half, California interference on a long Alabama pass gave the Crimson Tide the ball on the Berkeley one-yard line. Big Bob Herwig, a tower of strength all afternoon, rose up and smacked down the Alabama offensive drive through center so hard that the ball again was fumbled and again recovered by California and again Chapman was equal to the occasion and kicked his team out of danger.

And that is the way things went all afternoon. Every time that Alabama had a chance, those powerhouse twins, John Meek and Bob Herwig took command of the situation and either smothered Alabama's attempted passes, or broke up the Alabama running plays.

But no one can say that Alabama did not try. Time and again, the fighting lads from Tuscaloosa broke away and seemed on the verge of going places. California was just too much for the Crimson team, probably the least impressive which ever came West to Pasadena from that fine school.

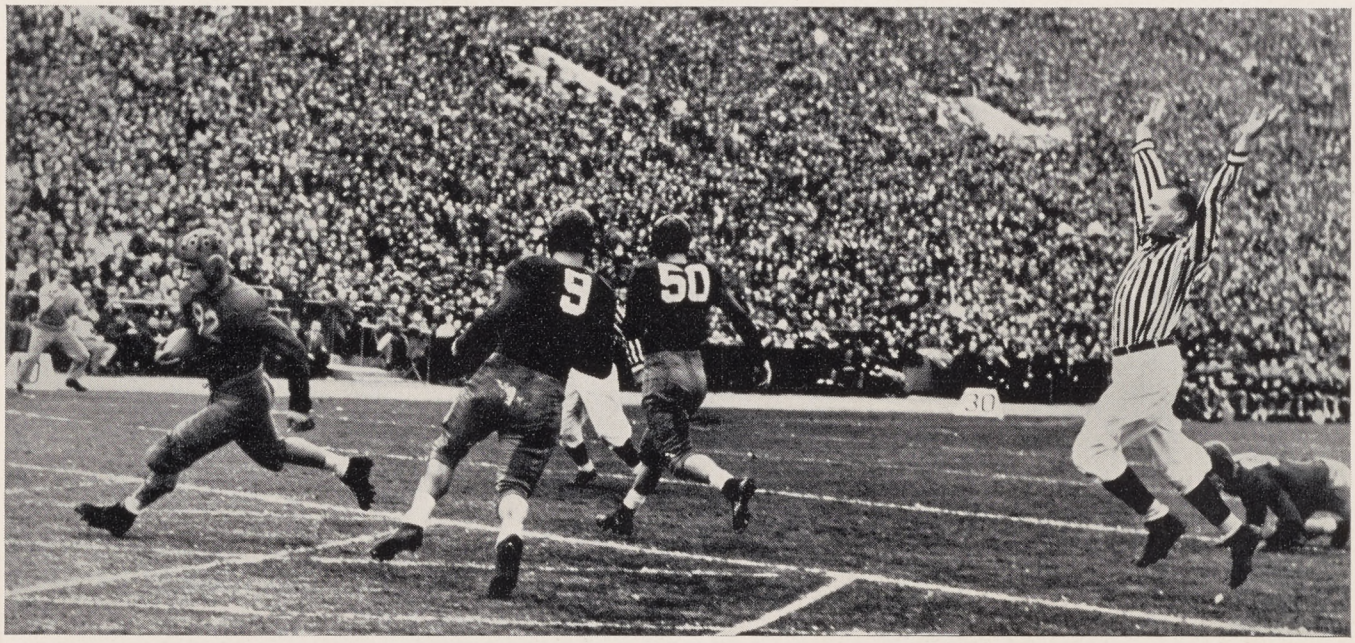
After a scoreless first quarter, the Bears came to life in the second period, just as they did in virtually every other game this season. The break just mentioned which lost Alabama her scoring chance by having a completed pass bobble away from the receiver and into the hands of a California player was followed by a second on the very next play, which paved the way for the first Bear touchdown. Chapman kicked out far and high and Joe Kilgrow, over-anxious to catch and return the punt, fumbled on the California 38 with the Bears recovering. That was the spark of hope which struck off the power-express.

In two plays, the Cal backs had made a first down and in three more plays brilliant Vic Bottari had completed another first down to the Alabama 41-yard line. Bottari catapulted through the line again and then once more with such speed and power that he was on Alabama's 22-yard line with another first down chalked up for his team.

The California line was clicking, opening up holes through the efforts of Herwig and Meek in particular which allowed Bottari time enough to change pace and ease through for long gains. Bottari was charging fiercely, his knees lifting high, and in two more plays he had moved the ball down to the Alabama 12-yard line—and another first down. Then tactics were changed in a twinkling and while Alabama waited for Bottari, Sam Chapman dropped back, almost into punt formation, took the ball and swept clear to the Crimson 3-yard line. Alabama took time out. But it made no difference. 'Bama was set for Chapman on the next play, but Bottari drifted around Alabama's left end, away from his interference and went over the goal line without a hand being laid on him. With Bottari holding the ball, Chapman made good on his kick, and California on a 62-yard sustained march had seven precious points in the bag. And there were still seven minutes left in the first half. The Bears looked dangerous in the closing minutes of this period, but could not quite come through. Both teams intercepted each other's passes and California on fourth down with 10 seconds left in the half tried a place kick which went wide as the gun sounded.

Soon after the second half started, California's Herwig hit the Alabama ball carrier so hard that he fumbled on the Alabama 47 and the Tide was in a hole again. For California "exploded" once more and put on an exhibition of blocking such as Rose Bowl patrons seldom have witnessed.

Once more it was Bottari who played the featured role. After throwing an incomplete pass to Sam Chapman, he stepped back and heaved a beauty to Smith for a first down deep in Alabama territory. Then Bottari broke loose for a



Vic Bottari (92), California left halfback, going over standing up, from 4-yard line for first Bear touchdown in second quarter. Cochrane (9) and (Moseley (50) of Alabama are vainly trying to catch him. Referee Tom Louttit (Oregon State) is signifying the score. Note California student sideline guard at extreme left, cheering.

nine-yard gain to the 24-yard line. He drifted through for another first down behind gorgeous interference. Chapman reversed his field for six yards and Anderson added three more. Bottari was through for another first down to the Alabama 10, but a holding penalty cost the Bears 15 yards. Bottari was smothered on a pass attempt and Chapman was forced to kick. Sam punted out on the Alabama 9-yard line. Hughes kicked well for Alabama and California had the job to do all over again. But the boys ate up their assignments this time.

Chapman ran to a first down on Alabama's 29 from the Crimson 47. Bottari and Chapman together in three tries made another first down to Alabama's 10-yard line. Chapman added three, just when Alabama was watching Bottari. Then they watched Chapman and Bottari made two more. Expecting Sam to take the next try, Alabama was unprepared for Bottari who scored standing up around the same end, without interference and in exactly the same way as he had done the first time to bring the count to 13-0. The place kick was missed and the score, it developed, remained the same for the rest of the way.

The California team proved several things today. It earned a place alongside the Wonder Teams of the early twenties. It proved that it could go all the way with her first string when the occasion demanded. It showed a real air attack when it was supposed to have very little talent in this direction. It also produced a splendid pass defense, which was likewise unexpected.

And in Meek and Herwig, California showed the world today that she has two of the most powerful and bone-crushing individuals who ever played on anybody's football team. The whole line worked well together and the backs were consistently brilliant both on offense and defense. Meek handled the team cleverly throughout. Bottari was again the spark-plug. Chapman was once more a true All-American.

In many ways, this Wonder Eleven reminded me of the old Wonder Teams. It took its time about getting started. It "felt out" Alabama pretty thoroughly. It waited for the breaks and when they came, it was alert and ready to take advantage of them.

And it had that peculiar explosive power of the old Andy Smith elevens of being able suddenly to unleash an irresistible attack.

In short, California proved that she not only has the team of the West, so far as the Pacific Coast is concerned, but also an eleven which deserves to be ranked beside the Wonder Teams of other times and certainly right up on the same high pinnacle with Pittsburgh for the season of 1937.

In defeat, Alabama's Joe Kilgrow cannot be praised too highly. He was everything that a back should be—and more. He carried the ball well. It was not his fault that some of his passes were not completed. He hurled them to the mark.

FOOTBALL SCORES OF PAST YEARS

Date	East or South	Pts.	West	Pts.
1902	Michigan	49	Stanford	0
1916	Brown	0	Washington State	14
1917	Univ. of Pennsylvania	0	Univ. of Oregon	14
1918	U. S. Marines	19	Camp Lewis	7
1919	U. S. Naval Trng. Sta.	17	Marine Barracks	0
1920	Harvard	7	Univ. of Oregon	6
1921	Ohio State	0	California	28
1922	Washington & Jefferson	0	California	0
1923	Penn State	3	U. S. C.	14
1924	U. S. Naval Academy	14	Univ. of Washington	14
1925	Notre Dame	27	Stanford	10
1926	Alabama	20	Univ. of Washington	19
1927	Alabama	7	Stanford	7
1928	Pittsburgh	6	Stanford	7
1929	Georgia Tech	8	California	7
1930	Pittsburgh	14	U. S. C.	47
1931	Alabama	24	Washington State	0
1932	Tulane	12	U. S. C.	21
1933	Pittsburgh	0	U. S. C.	35
1934	Columbia	7	Stanford	0
1935	Alabama	29	Stanford	13
1936	S. M. U.	0	Stanford	7
1937	Pittsburgh	21	Univ. of Washington	0

He ran good interference and blocked exceptionally well. He worked like a Trojan throughout and was by far the best ball carrier for the Tide. Hal Hughes was effective at quarter and kicked well.

It seemed to me that All-American Roy Monsky was disappointing during the time he was in the game. The captain of the Crimson Tide could do little against the fast-charging California line. Time and again, the Bears swept over his left guard position and Vard Stockton, All-American guard of Cal, in his own right, along with big Bob Herwig, tried to make matters as unpleasant as possible for the boy who hails from Montgomery, Ala.

One of the unusual features of the game was the rapidity with which the complexion of matters changed, particularly in the first half. This was largely due to Alabama fumbles and the interception of passes by members of both teams at the most unexpected times.

There was little or no stalling, few penalties and plenty of action. The game was over early. The officials handled the contest extremely well and the gun sounded the close of the affair at exactly 4:30 o'clock, or two hours and fifteen minutes after it had commenced.

The battle got away on time with Alabama kicking off to Johnny Meek who returned the ball 15 yards to his own 23. Bottari made a yard and Sam Chapman kicked to Joe Kilgrow who returned 25 yards to Alabama's 41, in one of the prettiest plays of the day. Alabama was held and Hughes kicked a low but long punt to Bottari who was downed on his 23. California pulled a long and unexpected pass which was almost completed for what might easily have been a touchdown as the receiver was behind the Alabama safety.

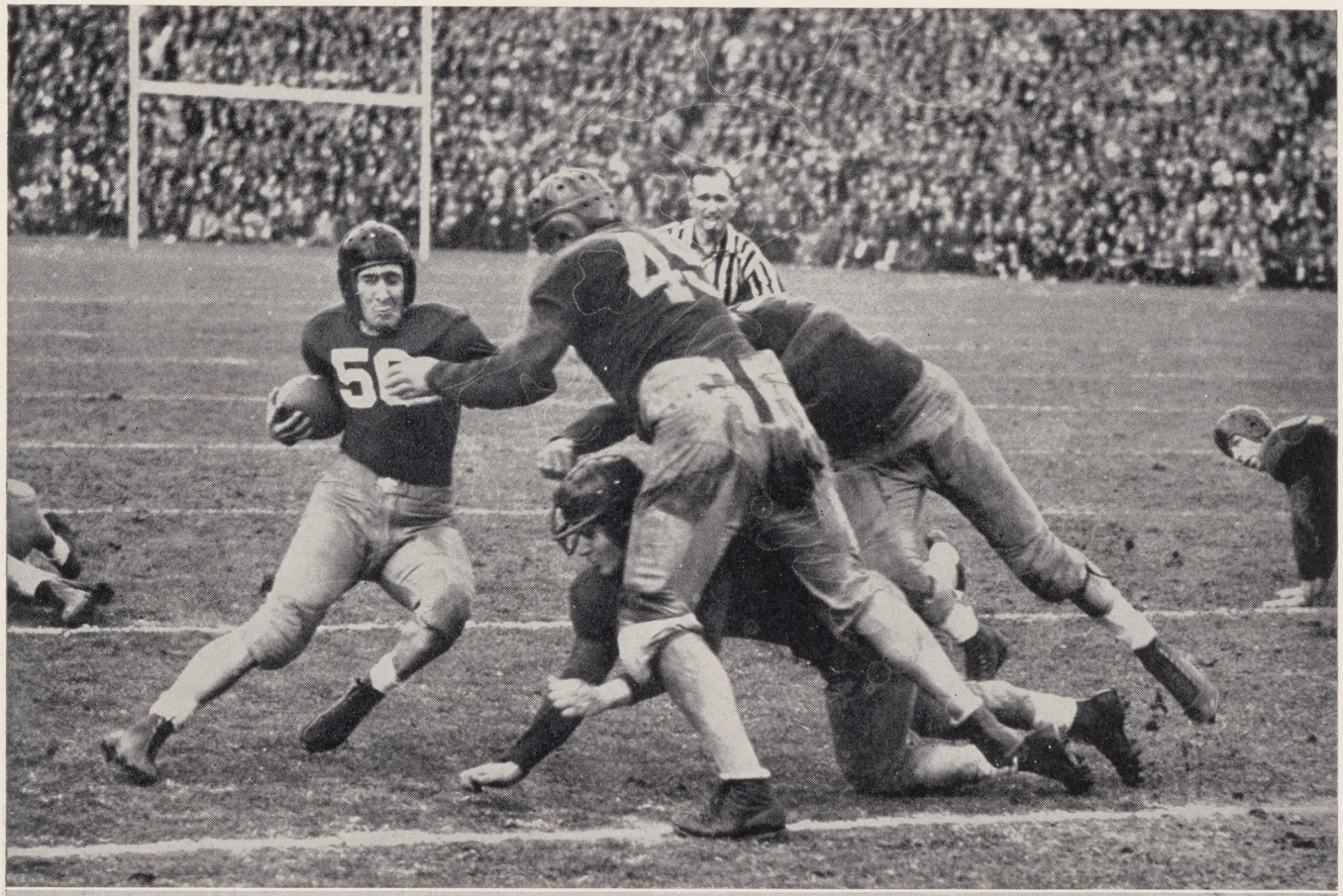
Incidentally, during the first quarter, California stuck to passes when she was counted upon to stay on the ground while Alabama, expected to pass, tried a number of running plays, some of which looked extremely good. California could do little and had to kick. And the same was true on the next exchange of punts so far as Alabama was concerned.

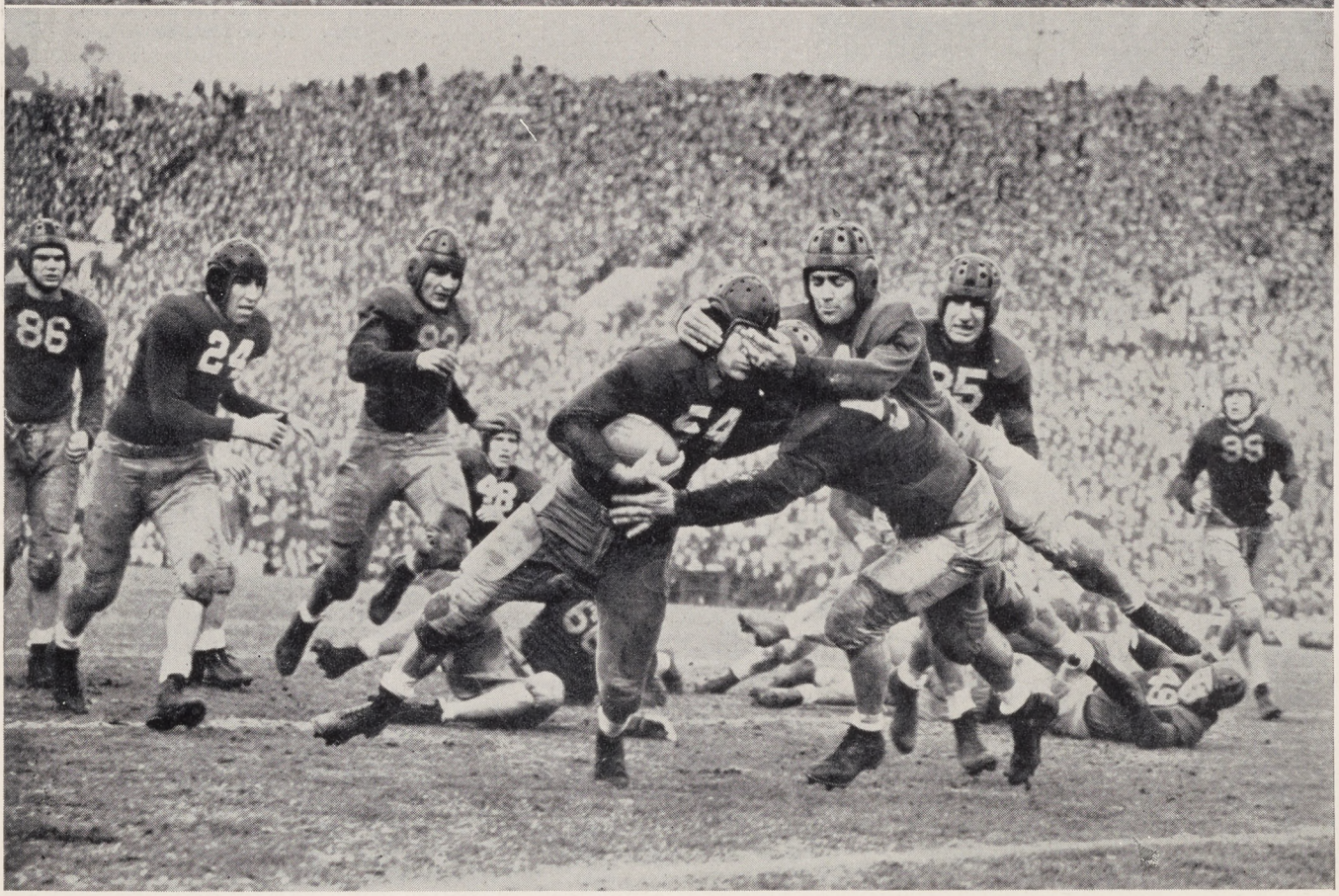
When California again got possession of the ball, Bottari broke away for the longest run of the day, from scrimmage, going from his own 26-yard line to the Alabama 42 for a gain of 32 yards. Kilgrow almost intercepted a Bear pass. Chapman kicked Alabama into a hole when his punt rolled out of coffin corner on the Crimson 3-yard line. But Hughes saved Alabama, momentarily, with a nice spiral to the Alabama 40-yard stripe. California could do nothing with her running plays and Bottari passed over the Alabama goal line. The Tide responded with a couple of first downs and looked dangerous. But the California super boys, Herwig and Meek, finally checked the advance and Hughes proceeded to do the same thing to California that Chapman had done to Alabama when he kicked out of bounds in California's coffin corner. Chapman was equal to the occasion and kicked out safely.

Then Alabama put on her strongest drive of the day. Kilgrow, Cochrane and Mosley moving up to the California 26-yard line, with and without interference, and still in possession of the ball as the first quarter ended in a scoreless tie.

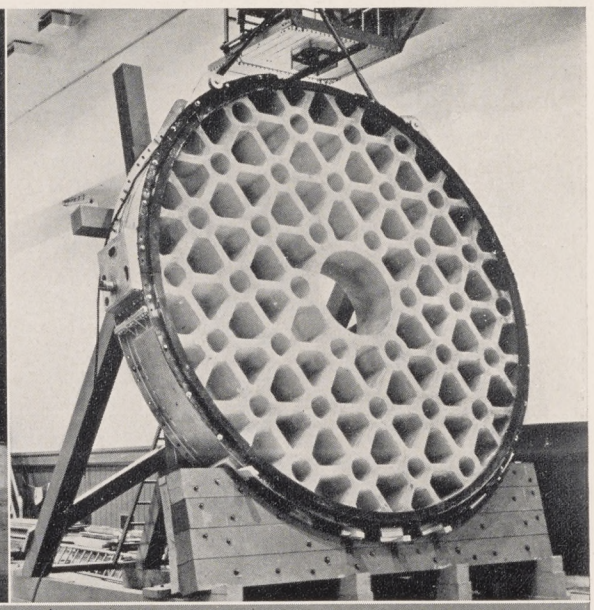
It was at the start of the second period that Alabama threw the long pass which bounded out of the hands of the receiver and "saved" the boys from Berkeley from an embarrassing situation as a completion at that point might very well have led to an Alabama touchdown and the Crimson Tide might have switched the entire Tide of the game. Who knows?

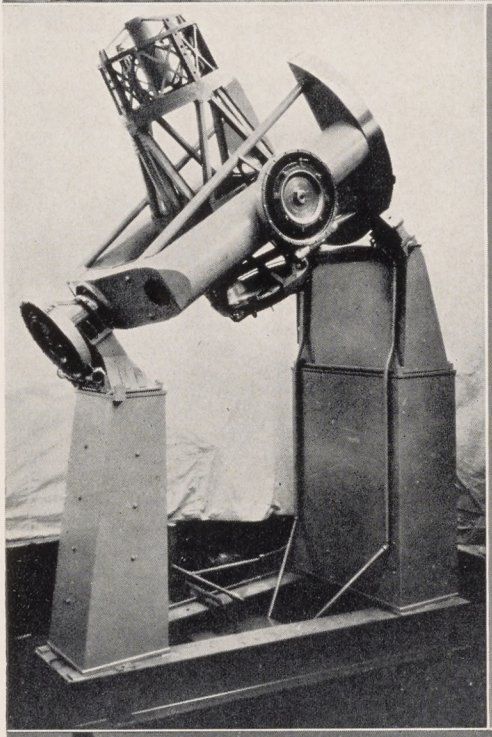
In the matter of first downs, California was on top and the Bears gained more yards on land and in the air. Even in the fourth quarter California had a decided advantage not only in yardage but also in the manner in which the men handled themselves. One could not help but feel that the Bears not only had the better team from the standpoint of the scoreboard, but also from the way in which virtually every play was run off on the field.





Herschel Moseley (50) (top) Alabama halfback carrying ball, is getting assistance from Capt. Leroy Monsky, 'Bama's All-American guard, who is blocking out Meek (49) Bear quarterback and Bottari, Bear halfback. Alabama's All-American Joe Kilgrow (54) (bottom) being tackled by two Bears, Claude Evans, guard, about the face, and Dave Anderson, fullback, around the body. Kilgrow had returned a punt 15 yards before being stopped.





Upper Left—The Astro-Physical Laboratory of the California Institute of Technology at Pasadena, which houses the one-tenth scale working model of the world renowned 200-inch reflecting telescope now under construction.

Upper Right—Back view of the 200-inch telescope mirror, honeycombed to reduce weight and provide mountings. The mirror is being polished in the optical shop at Caltech, where the public may watch from an enclosed gallery.

At the left—The one-tenth scale model of the 200-inch telescope, a miniature of the giant sky-searcher that is to be installed on Palomar Mountain, 85 miles from Pasadena, in San Diego County.

Below—The Athenaeum at the California Institute of Technology, a clubhouse and meeting place for the California Institute Associates, the Institute staff and graduate students and the staffs of the Mt. Wilson Observatory and the Huntington Library.

Pasadena, Home of the Tournament of Roses

PASADENA, city of charm, beauty and culture, lies at the foot of the Sierra Madre mountains at an altitude varying from 800 to 1200 feet above sea level.

Los Angeles, nine miles distant, is easily reached in thirty minutes by automobile or interurban car. Hollywood is about the same distance by auto or bus. A dozen beautiful beaches along the Pacific Coast are only a little over an hour away. Highways lead in every direction to playgrounds, resorts and places of interest. Mount Wilson, over 6,000 feet high, home of the famed 100-inch reflecting telescope and the Carnegie Observatory, can be reached in an hour's thrilling ride over Angeles Crest Highway. Yearly these concrete roadways are pushed farther into the mountains, opening up new scenic areas for the motorist.

Started in 1874 as the Indiana Colony, a group of orange growers, Pasadena now is a municipality of 85,000 inhabitants, famous throughout the world for beautiful homes, excellent living conditions and matchless climate.

The Valley Hunt Club, early day social organization of Pasadena, sponsored the first Tournament of Roses in 1890. Thereafter for five years the Club continued the Tournament. It was then taken over by the Tournament of Roses Association and continued annually, growing from year to year in beauty, size and added features. The horse-drawn carriages and tally-hos of early days were gradually replaced by motorized floats and decorated automobiles which yearly grew in magnificence. Of late years riding horses, singly and in groups, have been featured more and more. Bands in gorgeous array add to the color of the event. But the crowning feature that makes hundreds of thousands of people lining the streets for miles gasp in wonder is the succession of more than half a hundred flower bedecked floats, magnificent beyond description, decorated with gorgeous masses of roses, sweet peas, carnations, chrysanthemums and scores of other varieties of blossoms, all fresh and lovely on New Year's Day. Nearly every float has its quota of beautiful girls, arrayed in lovely summer dresses. Truly, the Tournament of Roses is a spectacle once seen, never to be forgotten.

Horse races and games were held in the early days after the parade. Chariot races were featured for several years. Then, in 1916, after a tentative beginning in 1902, came the establishment of the East-West football game. This game on New Year's Day is now an event of national significance, but the Tournament of Roses, the spectacle of spectacles, still holds first place in international renown.

Tournament officials know almost to a thousand, just how many people will visit Pasadena on New Year's Day. Fine weather and, like this year, a double holiday, means more than a million. When New Year's falls in the middle of the week, the crowd is less by 200,000.

The background for one of the floats in the Rose Parade consisted of 10,000 laurel leaves. These were pasted on the sides of the float one at a time and required the services of a crew during the entire night.

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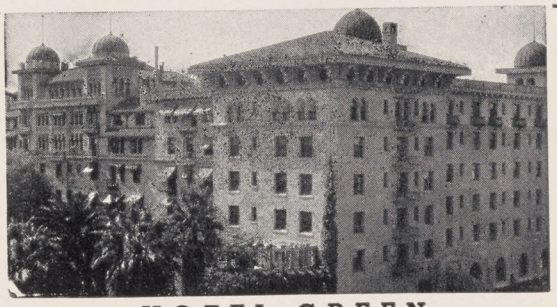

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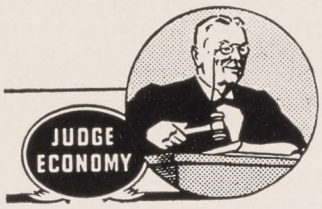

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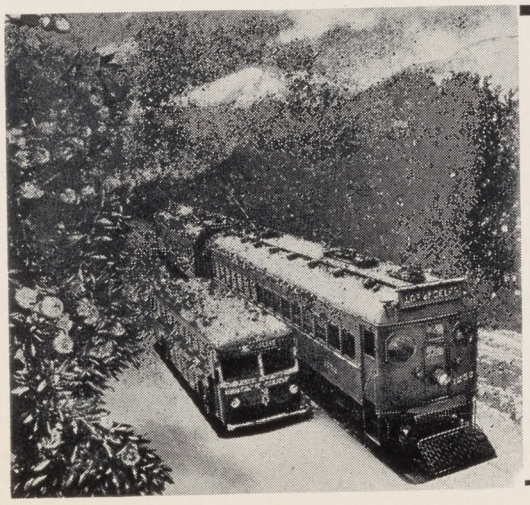

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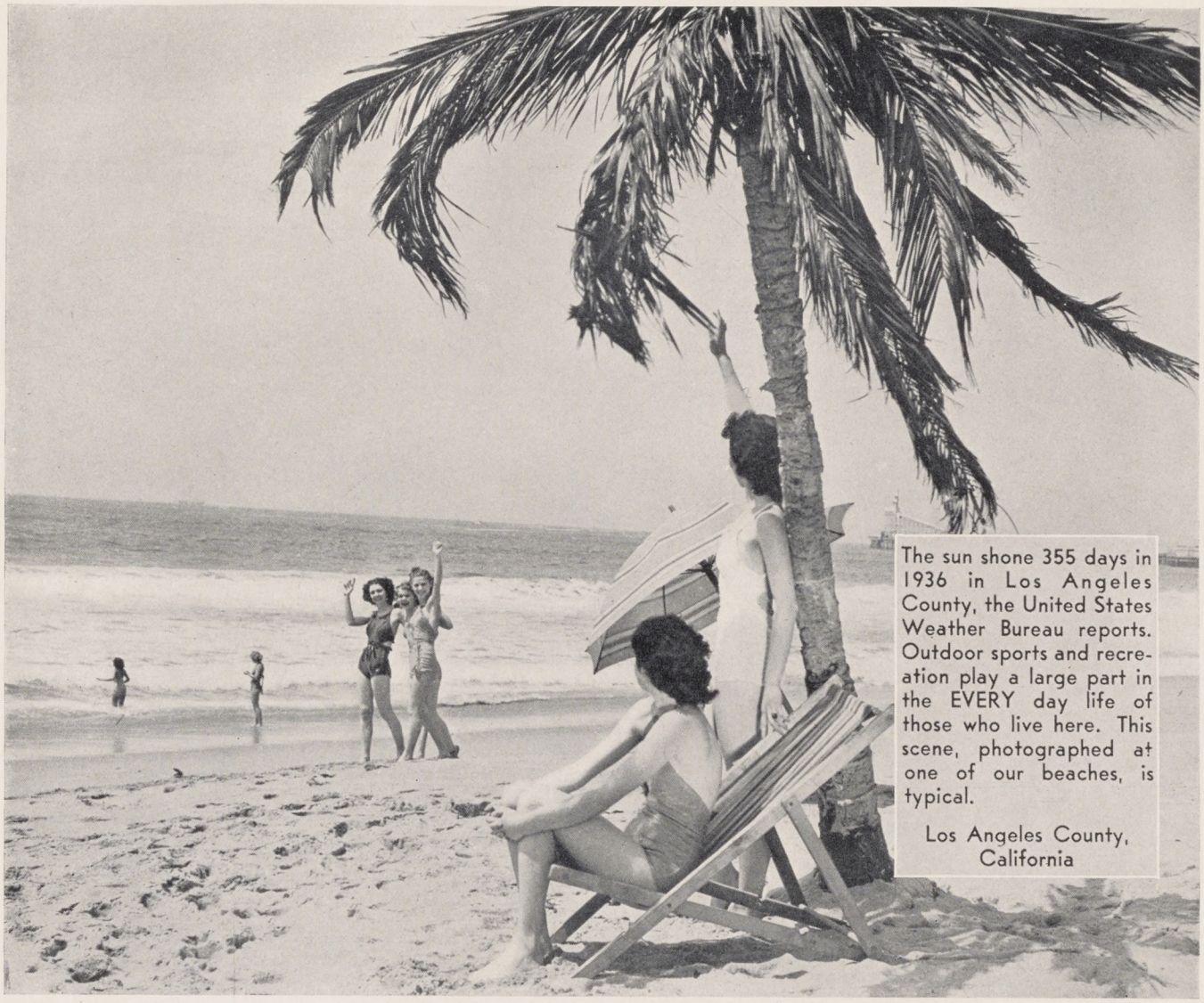

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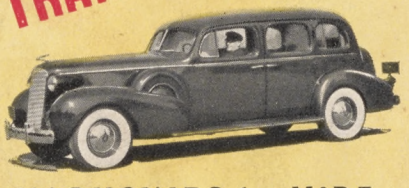

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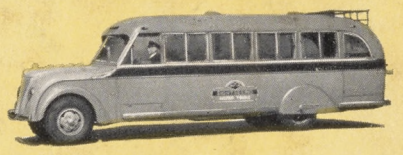

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